

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 14, PART 11B, NUMBER 1

Commercial Prints and Labels

JANUARY-JUNE

1960



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CATALOG OF COPYRIGHT ENTRIES

Third Series

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Commercial Prints and Labels

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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided to represent the classes of material listed in section 5 of Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for \$20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.). Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and payment to the Register of Copyrights of the fee specified in section 215 of Title 17 (\$3 for each hour of time consumed) for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of Title 17, or, in the case of published three-dimensional works of art, there has been compliance with section 13 of Title 17, which provides for the deposit of identifying reproductions in lieu of the work itself. Foreign works, two copies of which were deposited with a catalog card and application for registration under the waiver-of-fee provision

in section 215 of Title 17 of the *United States Code*, are indicated by a zero immediately following the alphabetical symbol in the registration number.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog*, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D.C.

Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. In each case the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purposes of statistical analysis. A zero immediately following the symbol (e.g., AF0, EF0) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol "R" does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally registered. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

PART 1 BOOKS AND PAMPHLETS, INCLUDING SERIALS AND CONTRIBUTIONS TO PERIODICALS	\$2. 50
A Books	
AF Books in foreign languages published abroad	
AI Books in the English language first published abroad	
BB Contributions to periodicals	
R Renewal registrations	
PART 2 PERIODICALS	1. 00
B Periodicals	
BF Periodicals in foreign languages published abroad	
BI Periodicals in the English language first published abroad	
R Renewal registrations	
PARTS 3-4 DRAMAS AND WORKS PREPARED FOR ORAL DELIVERY	1. 00
C Lectures and other works prepared for oral delivery	
DF Dramatic and dramatico-musical works published abroad	
DP Published dramatic and dramatico-musical works	
DU Unpublished dramatic and dramatico-musical works	
R Renewal registrations	
PART 5 MUSIC	3. 50
EF Musical compositions published abroad	
EP Musical compositions published in the United States	
EU Unpublished Music	
R Renewal registrations	
PART 6 MAPS AND ATLASES 50
F Maps	
R Renewal registrations	

PARTS 7-11A WORKS OF ART, REPRODUCTIONS OF WORKS OF ART, SCIENTIFIC AND TECHNICAL DRAWINGS, PHOTOGRAPHIC WORKS, PRINTS AND PICTORIAL ILLUSTRATIONS	\$1. 00
GP Published works of art and designs for works of art	
GU Unpublished works of art and designs for works of art	
H Reproductions of works of art published in the United States	
HF Reproductions of works of art published abroad	
IP Published drawings or plastic works of a scientific or technical character	
IU Unpublished drawings or plastic works of a scientific or technical character	
JP Published photographs	
JU Unpublished photographs	
K Prints and pictorial illustrations published in the United States	
KF Prints and pictorial illustrations published abroad	
R Renewal registrations	
PART 11B COMMERCIAL PRINTS AND LABELS	1. 00
KK Commercial prints and labels	
R Renewal registrations	
PARTS 12-13 MOTION PICTURES AND FILMSTRIPS 50
LP Published motion picture photoplays	
LU Unpublished motion picture photoplays	
MP Published motion pictures other than photoplays	
MU Unpublished motion pictures other than photoplays	
R Renewal registrations	

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INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

SHARADAY CO.

Birthday certificate. Birthday greeting from Crume's ice cream. © Alvin B. Yerkes, Jr. d.b.a. Sharaday Co.; 1May60; KK151881.

FILON PLASTICS CORP. ©

Reinforced fiberglass and nylon plastic panels. © 15Oct55; KK151631.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement.
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or periodical, giving the name and issue date of the publication, and the number of the page

on which the item will be found.

- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees when given.
- 7) Copyright symbol ©.
- 8) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 9) Date of publication as given in the application.
- 10) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Jan60 (in notice: 1959); KK15000.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)" indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.
- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a. —also known as
 appl. —application
 © —copyright symbol
 d.b.a. —doing business as

NM —new matter
 p. —page, pages
 (P) —proprietor of a commercial print or label
 pseud. —pseudonym
 pub. —published, publishing
 rev. —revised
 t.a. —trading as
 v., vol., vols. —volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

January–June 1960

Commercial prints and labels 4, 331
 Renewals 52

These figures represent the number of registrations for commercial prints and labels for January–June

1960, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

A list of prints and labels published in connection with the sale or advertisement of articles of merchandise or of services, registered during the period covered by this issue. Arrangement is alphabetical under the name of the copyright claimant. References from the names of joint claimants and authors and from variant forms of names are interfiled.

A

A.B.C. SEE Austin Biscuit Corp.

ABCO REFRIGERATION SUPPLY CO. ©
Stock list. Selection charts.
© 26Feb60; KK150710.

AC & CO. SEE Anderson, Clayton & Co.,
Inc. Foods Division.

ACC. SEE American Can Co. Dixie Cup
Division.

ACF INDUSTRIES, INC. ©
Carter Zip pump, the quality plus fuel
pump line. (Form FPC-1)
© 17Dec59; KK151270.

AGLCO. SEE Atlanta Gas Light Co.

AGSCO SEEDS, INC. ©
Hybrid corn for the thrifty farmer;
high cold test. © 23Jun60;
KK152060.
Livestock smorgasbord for the thrifty
farmer; high cold test. © 23Jun60;
KK152062.
Multicross for the thrifty farmer;
high cold test. © 23Jun60;
KK152061.
Western drill corn; high cold test.
1 bushel net. © 23Jun60; KK152063.

A.L. & G. ADV. AGCY., INC. SEE Apple-
stein, Levinstein & Gelnick Advertising
Agency, Inc.

A.M. CO. SEE American Monorail Co.

A-M CORP. SEE Addressograph-Multigraph
Corp.

AMPCOR. SEE American Metal Products
Corp.

A. P. CO. SEE Armour Pharmaceutical Co.

A. T. CO. SEE American Tobacco Co.

ABBOTT LABORATORIES. ©

After the bough breaks; Filmtab
Sur-Bex with C. Appl. author:
C. S. Downs. © 9Feb60 (in notice:
1959); KK150084.

After the fall, promote convalescence
... add Filmtab Sur-Bex with C to
the recovery program. Appl. author:
C. S. Downs. © 10Jun60; KK152270.
All day appetite control; Desoxyn
Gradumet. Appl. author: C. S.
Downs. © 21Dec59; KK149282.

And the evidence mounts; Harmony for
your next working hypertensive. (In
OF, Nov. 1959, p.374) Appl. author:
C. S. Downs. © 10Oct59; KK151451.

Anemia due to menorrhagia, another in-
dication for Iberol, potent anti-
anemia therapy plus the complete
B-complex. (In The New physician,
Jan. 1960, p.82) Appl. author:
C. S. Downs. © 4Jan60; KK151449.

Anemia of pregnancy, another indication
for Filmtab Iberol. (In The New
physician, May 1960, p.70) Appl.
author: C. S. Downs. © 15Apr60;
KK151414.

Announcing a new combination of Oretic
& Harmony to keep hypertensives wide
awake and working; Oreticyl. Pro-
fessional sample; list no.6927.
Appl. author: C. S. Downs. © 2Feb60;
KK150087.

Anticonvulsant emergency cards.
Appl. author: C. S. Downs.
© 12Nov59; KK149281.

Appetite depression and mood elevation;
twin problems for the obesity patient.
Desoxyn Gradumet. Appl. author:
C. S. Downs. © 16May60; KK152268.

Appetite depression plus mood elevation
in the management of obesity.
Desoxyn Gradumet. Appl. author:
C. S. Downs. © 23Nov59; KK148479.

Ballad for a busy day; Filmtab
Dayslets. Appl. author: C. S.
Downs. © 31Dec59; KK150085.

A brief summary of clinical reports on
control of chronic respiratory
allergies; new Norisodrine syrup.
Appl. author: C. S. Downs.
© 22Mar60; KK151025.

A burn, a fall ... put Filmtab Sur-Bex
with C into the recovery program.
Appl. author: C. S. Downs.
© 3May60; KK151620.

Calcildrine & the anatomy of a cough.
Appl. author: C. S. Downs.
© 17Nov59; KK149047.

Calcildrine revisited. If winter comes
can cough be far behind? Appl. au-
thor: C. S. Downs. © 28Dec59;
KK149283.

Clinical report on appetite control
in obesity; Desoxyn Gradumet.
Appl. author: C. S. Downs.
© 18Jan60; KK149506.

Compoceillin-VK with sulfas; offers
higher blood levels than any other
salt of oral penicillin. Carry on
calls three 10-ml. starter samples.
Appl. author: C. S. Downs. © 1Dec59;
KK148475.

Confirmed in clinical study: maximum
diuretic effect with minimum toxicity
in long-term edema therapy; Oretic.
Appl. author: C. S. Downs.
© 11Mar60; KK150900.

Dear Doctor: A jolly juggler, brightly
kicking up his heels; that's the new
Optilets poster from the talented
brush of French poster artist, Jean
Colin. Appl. author: C. S. Downs.
© 5Feb60; KK149518.

Dear Doctor: Here, in the enclosed
1-oz. bottle of new Norisodrine
syrup, is a unique ... therapy for
asthma. Appl. author: C. S. Downs.
© 2Nov59; KK150878.

Dear Doctor: We've seen a lion, Swiss
style, and an enchanted clown; a
kind of Lebensfreude perhaps best
describes the tone of Michael Engel-
mann's vibrant poster. (Optilets
poster, no.3) Appl. author: C. S.
Downs. © 8Jan60; KK149519.

The difference is in the coating;
vitamins by Abbott in a rainbow of
brilliant colors. Filmtab coating.
(In The New physician, Apr. 1960,
p.69-70) Appl. author: C. S. Downs.
© 25Mar60; KK151023.

An egg without salt? Oretic. Appl.
author: C. S. Downs. © 9Jun60;
KK152269.

Even her doctor doesn't know she has
dandruff; Selsun. (In The New
physician, May 1960, p.69) Appl.
author: C. S. Downs. © 15Apr60;
KK151413.

Even the sandman's switched to Placi-
dyl; Harmony for your next working
hypertensive. (In Medical economics,
Feb. 1, 1960, insert, p.68-69) Appl.
author: C. S. Downs. © 22Jan60;
KK150080.

Everything on her mind but her dan-
druff, that's on the downtown list;
Selsun. (In The New physician, Jan.
1960, p.81) Appl. author: C. S.
Downs. © 4Jan60; KK151448.

Filmtab Dialets; comprehensive
vitamin-mineral support for preg-
nancy and lactation. (Arabic
Dialets) Appl. author: Thomas S.
Bird. © 12Dec59; KK149169.

Filmtab Erythrocin stearate. (English
Erythrocin dosage charts) EE 2-25-60.
Appl. author: Thomas S. Bird.
© 11Feb60; KK149980.

Filmtab Erythrocin stearate. (English
Erythrocin dosage charts) EE 4-18-60.
Appl. author: Thomas S. Bird.
© 11Feb60; KK149981.

Filmtab Iberol Fuerte. Un completo
tratamiento antianemico, con dos
Filmtabs al dia. Appl. author:
Thomas S. Bird. © 2Jan60; KK148333.

Flujo abundante, Filmtab Bilsan.
Appl. author: Thomas S. Bird.
© 31Mar60; KK151965.

Flujo abundante; Filmtab Bilsan.
Cataratas Bridalveil, California.
Appl. author: Thomas S. Bird.
© 11Jan60; KK148970.

Flujo abundante; Filmtab Bilsan.
Cataratas Del Rio Pilmalquen, Chile
Appl. author: Thomas S. Bird.
© 25Jan60; KK148973.

ABBOTT LABORATORIES.-Con.

- Flujo abundante; Filmtab Bilsan. Cataratas Kaieteur, Guayana Inglesa. Appl. author: Thomas S. Bird. © 30Dec59; KK148972.
- Flujo abundante; Filmtab Bilsan. Cataratas Kiubo, Congo Belga. Appl. author: Thomas S. Bird. © 1Feb60 (in notice: 1959); KK148971.
- Flujo biliar abundante; Filmtab Bilsan. Appl. author: Thomas S. Bird. © 2Jan60 (in notice: 1959); KK148912.
- For certainty against the cocci; Erythrocin, an uncommon antibiotic for common infections. Appl. author: C. S. Downs. © 18Nov59; KK149046.
- For sheer sparkle-in-the-spoon elegance ... you can't find a better children's vitamin than Vi-Daylin. (Vi-Daylin dear doctor letter) Appl. author: C. S. Downs. © 22Jan60 (in notice: 1959); KK149503.
- Geriatric with Filmtab Gerilets; a full range of dietary and therapeutic support for older patients. Appl. author: C. S. Downs. © 23Nov59; KK148481.
- Geriatric with Filmtab Gerilets; a full range of dietary and therapeutic support for older patients. List no. 6424. 7 Filmtabs. Appl. author: C. S. Downs. © 18Nov59; KK148476.
- Highly selective therapy in functional bowel disorders; the anticholinergic-atractic, Filmtab Tralcyon. List no. 6980. Three starter samples. Appl. author: C. S. Downs. © 23Sep59; KK148473.
- Hospital price schedule, parenteral solutions and equipment. Appl. author: C. S. Downs. © 1Mar60; KK151027.
- Iberol fuerte significa hierro. [Blasting furnace] Appl. author: Thomas S. Bird. © 25May60; KK151926.
- Iberol fuerte significa hierro. [Castings] Appl. author: Thomas S. Bird. © 25May60; KK151927.
- Iberol fuerte significa hierro. [Smelting pots] Appl. author: Thomas S. Bird. © 23May60; KK151924.
- Iberol fuerte significa hierro. [Stone quarry] Appl. author: Thomas S. Bird. © 25May60; KK151925.
- Iberol means iron. Appl. author: C. S. Downs. © 11Mar60; KK151622.
- In obstetrics, too, a form of Nembutal will meet the need. Appl. author: C. S. Downs. © 28Nov59; KK148480.
- In surgery, too, a form of Nembutal will meet the need ... in barbiturate therapy. Appl. author: C. S. Downs. © 16Nov59; KK149045.
- Jarabe Norisodrine. Promueve la expectoracion; restablece la ventilacion pulmonar; suprime los broncospasmos. Appl. author: Thomas S. Bird. © 25Apr60; KK150717.
- Keep your hypertensives wide awake & working with new Oreticoyl. Professional sample. 1 six-tablet vial Oreticoyl Forte, list no. 6927; 1 six-tablet vial Oreticoyl 25, list no. 6922; 1 six-tablet vial Oreticoyl 50, list no. 6931. Appl. author: C. S. Downs. © 10Dec59; KK150879.
- The lost tycoon, a vitamin tune; Filmtab Dayalets. Appl. author: C. S. Downs. © 23Feb60; KK150884.
- Nembutal; sedante-hipnotico. Appl. author: Thomas S. Bird. © 4Apr60; KK150614.
- New, Desoxyn Gradumet; a brief summary of clinical reports on appetite control for the obesity patient. Appl. author: C. S. Downs. © 24Dec59; KK149044.
- New 2-part plan for treatment of hypertension. Filmtab Harmony1-N; Harmony1. (In Geriatrics, Dec. 1958, p. 97-A) Appl. author: C. S. Downs. © 1Dec58; KK147944.
- No, seebreek something, then he gave me the prescription; Selsun. (In American Journal of medicine, Nov. 1959, p. 133) Appl. author: C. S. Downs. © 5Nov59; KK151452.
- No turned-up noses at this antibiotic suspension; Erythrocin. Appl. author: C. S. Downs. © 7Mar60; KK150901.
- Norisodrine in the Aerohalor disarms bronchospasm in the space of a breath. Appl. author: C. S. Downs. © 17Nov59; KK149049.
- Now, end this nightly ritual for your ulcer patients; Tral 75 mg. Gradumet. Appl. author: C. S. Downs. © 20May60; KK151858.
- Now, ulcer patients can sleep through the night without pain or discomfort; Tral 75 mg. Gradumet. Appl. author: C. S. Downs. © 14Dec59; KK150086.
- Nuevo Dayamineral Dulcet; un producto mineral-vitaminico especial para ninos. (Spanish Dayamineral Dulcet) Appl. author: Thomas S. Bird. © 7Mar60; KK150361.
- Of crocuses & coughs, and Calcidrine, too. Appl. author: C. S. Downs. © 1Feb60; KK150886.
- One-at-bedtime control of nocturnal secretion in peptic ulcer; Tral 75 mg. Gradumet. Appl. author: C. S. Downs. © 23Sep59; KK148478.
- Oretic, a most potent means when the end is diuresis; Oreticoyl, keep your hypertensives wide awake and working. Appl. author: C. S. Downs. © 7Apr60; KK150401.
- Oretic, your most potent means when the end is diuresis. Appl. author: C. S. Downs. © 2Jul59; KK148477.
- Oreticoyl keeps hypertensives wide awake & working; a word about the enclosed 32-tablet trial samples, doctor. Appl. author: C. S. Downs. © 5Jan60; KK151618.
- Oreticoyl, Oretic with Harmony1, anti-hypertensive combination. Appl. author: C. S. Downs. © 11Mar60; KK150881.
- Panwarfin; oral anticoagulant therapy with less juggling of dosage. Appl. author: C. S. Downs. © 17Feb60; KK150402.
- Para que crezca fuerte y sano; gotas Dayamineral. (Spanish Dayamineral gotas) Bull. Appl. author: Thomas S. Bird. © Abbott Laboratories International (in notice: Abbott Laboratories); 25Jan60; KK150826.
- Para que crezca fuerte y sano; gotas Dayamineral. (Spanish Dayamineral gotas) Horse. Appl. author: Thomas S. Bird. © Abbott Laboratories International (in notice: Abbott Laboratories); 25Jan60; KK150825.
- Para que crezca fuerte y sano; gotas Dayamineral. (Spanish Dayamineral gotas) Tiger. Appl. author: Thomas S. Bird. © Abbott Laboratories International (in notice: Abbott Laboratories); 25Jan60; KK150827.
- Para que crezca fuerte y sano; gotas Dayamineral. (Spanish Dayamineral gotas) Whale. Appl. author: Thomas S. Bird. © Abbott Laboratories International (in notice: Abbott Laboratories); 25Jan60; KK150824.
- Patients and pooches. Nanci Foible. Reliable prescriptions. Appl. author: C. S. Downs. © 8Dec59; KK148474.
- Reemplaza el eslabon deficiente; Bevitin fuerte con higado inyectable en Duplenvas. (Spanish Bevitin fuerte con higado) 3-4-60. Appl. author: Thomas S. Bird. © 1Mar60; KK151353.
- Reemplaza el eslabon deficiente; Bevitin fuerte con higado inyectable en Duplenvas. (Spanish Bevitin fuerte con higado) 3-25-60. Appl. author: Thomas S. Bird. © 1Mar60; KK151160.
- Reemplaza el eslabon deficiente; Bevitin fuerte con higado inyectable en Duplenvas. (Spanish Bevitin fuerte con higado) 4-1-60. Appl. author: Thomas S. Bird. © 1Mar60; KK151161.
- Reemplaza el eslabon deficiente; Bevitin fuerte con higado inyectable en Duplenvas. (Spanish Bevitin fuerte con higado) 4-8-60. Appl. author: Thomas S. Bird. © 1Mar60; KK151162.
- Reliability in action; parenterals solutions and equipment. Toscanini conducts. (In Surgery, gynecology & obstetrics, Jan. 1960, insert, p. 26-30) Appl. author: C. S. Downs. © 4Jan60; KK150082.
- Safety first in antibiotic therapy; Filmtab Erythrocin stearate. (English Erythrocin safety first) [Automobile] Appl. author: Thomas S. Bird. © 27Jan60; KK149982.
- Safety first in antibiotic therapy; Filmtab Erythrocin stearate. (English Erythrocin safety first) [Bobby] Appl. author: Thomas S. Bird. © 27Jan60; KK149988.
- Safety first in antibiotic therapy; Filmtab Erythrocin stearate. (English Erythrocin safety first) [Directional signal] Appl. author: Thomas S. Bird. © 27Jan60; KK149986.
- Safety first in antibiotic therapy; Filmtab Erythrocin stearate. (English Erythrocin safety first) [Semaphore] Appl. author: Thomas S. Bird. © 27Jan60; KK149989.
- Safety first in antibiotic therapy; Filmtab Erythrocin stearate. (English Erythrocin safety first) [Signal tower] Appl. author: Thomas S. Bird. © 27Jan60; KK149987.
- Safety first in antibiotic therapy; Filmtab Erythrocin stearate. (English Erythrocin safety first) [Train] Appl. author: Thomas S. Bird. © 27Jan60; KK149984.
- Safety first in antibiotic therapy; Filmtab Erythrocin stearate. (English Erythrocin safety first) [Train signals] Appl. author: Thomas S. Bird. © 27Jan60; KK149985.
- Safety first in antibiotic therapy; Filmtab Erythrocin stearate. (English Erythrocin safety first) [Truck] Appl. author: Thomas S. Bird. © 27Jan60; KK149983.
- She's heard the call for Vi-Daylin, the multivitamin formula for growing youngsters; and new for grown-up kids Vi-Daylin Dulcet tablets. (In American druggist, Jan. 11, 1960, p. 34) Appl. author: C. S. Downs. © 7Jan60; KK151024.
- Solutions for veterinary use. Appl. author: C. S. Downs. © 8Apr60; KK150882.
- Soothing invitation to inviting slumber; Flacidyl. Appl. author: C. S. Downs. © 20Nov59; KK149048.
- Sound medical reason behind the formula of Filmtab Iberol; potent antianemia therapy plus the complete B-complex. Appl. author: C. S. Downs. © 12Feb60; KK150885.

- Specialty; prescription specialists. [Ice skater jumping over barrels] Appl. author: C. S. Downs. © 26Jan60; KK149502.
- Specialty; prescription specialists. [Skin diver facing fish] Appl. author: C. S. Downs. © 11May60; KK151621.
- Specialty; prescription specialists. [Toreador] Appl. author: C. S. Downs. © 29Mar60; KK151026.
- Story of a stitcher; Filmtab Dayalets. Appl. author: C. S. Downs. © 8Apr60; KK151623.
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- Sur-Bex with C. Nutrition; soft spongy gums. Appl. author: C. S. Downs. © 3Jun60; KK151856.
- Suspension Kaitin con neomicina; detiene y corrige la diarrea. 60 ml. Appl. author: Thomas S. Bird. © 3May60; KK150924.
- Terapia combinada anticolinergica y tranquilizante, Filmtab Tral-Da; 6 tabletas. Un procedimiento original y unico de terapia prolongada, Tral Gradumet; 6 tabletas. Appl. author: Thomas S. Bird. © 9Jun60; KK151723.
- That's an order; reliable prescriptions. [Enraged umpire] Appl. author: C. S. Downs. © 26Feb60; KK149504.
- That's an order; reliable prescriptions. [Man's hand pointing to pile of potatoes beside seated soldier] Appl. author: C. S. Downs. © 1Jun60; KK151857.
- That's an order. Reliable prescriptions. [Woman pointing to sink full of dishes] Appl. author: C. S. Downs. © 20Apr60; KK150883.
- That's an order; reliable prescriptions. [Woman stamping foot, standing beside boy with violin] Appl. author: C. S. Downs. © 5Feb60; KK149501.
- 3 vitamins by Abbott in the miniature table bottles. Filmtab Dayalets; Filmtab Optilets; Filmtab Sur-Bex with C. Appl. author: C. S. Downs. © 1Mar60; KK151619.
- Tral in compresse Gradumet; nuova tecnica per una terapia ad azione protratta. Appl. author: Thomas S. Bird. © 25Apr60; KK150718.
- Up with his ulcer again at night, doctor, but you can end it once and for all with new Tral. Appl. author: C. S. Downs. © 1Mar60; KK150902.
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- When there's one of these in her future, she'll need one of these each day; Pramilets. Appl. author: C. S. Downs. © 8Jun60; KK152265.
- Why does all the talk about dandruff go in one ear and not the other? Sel-sun. Anemia in convalescence; Filmtab Iberol. (In The New physician, Mar. 1960, p.17-18) Appl. author: C. S. Downs. © 25Feb60; KK150083.
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- ABBOTT LABORATORIES INTERNATIONAL. SEE Abbott Laboratories.
- ACME APPLIANCE MANUFACTURING CO. © Eliminates door drilling; series 1000. (In Hardware consultant, May 1960, p.51) © 1May60; KK151674.
- How to install folding doors using Acme surface mounting Fold-Aside door hardware, series 2000. (Form 88-2401) © 16Jun60; KK151836.
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- 32-jewel movement; series 1000, distinctive sliding door hardware. (In Hardware consultant, June 1960, p.31) © 1Jun60; KK151835.
- A twist of the wrist ... series 1000 for sliding doors weighing up to 100 lbs. (In Hardware consultant, Apr. 1960, p.61) © 1Apr60; KK150744.
- ACME CHEMICAL CO. © What do you know about basketball? (Accoquizz no.12) Appl. author: George J. Halaska. © 23Dec59; KK148057.
- ACME ENGINEERING CO., INC. © Bob Ford's Boner-Grams. No.2. © 25Feb60; KK150521.
- ADDRESSOGRAPH-MULTIGRAPH CORP. © Automated data processing. (In Business week, May 14, 1960, p.8-9) Appl. author: John H. Gerber. © 14May60; KK152029.
- Engine maker mechanizes paperwork, turns up high-powered savings. Multigraph Multilith offset duplicator, model 1250. (In Business week, Jan. 30, 1960, p.88) Appl. author: Charles Farran. © 30Jan60; KK149086.
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30. Hose line hand assembly tools. © 27Jan60; KK150024.
31. F-709 hose cut-off machine. © 27Jan60; KK150025.
32. F-1766 BV bench vise. © 27Jan60; KK150026.
33. F-1849 bleeder valve. © 27Jan60; KK150028.
34. F-2328 hydrostatic hose test stand. © 27Jan60; KK150027.
35. F-2244 hose wash stand. © 27Jan60; KK150029.
36. F-2325 hose cover stripping tool. © 27Jan60; KK150030.
37. F-2331 elbow position angle protractor. © 27Jan60; KK150031.
38. F-2396 socket assembly machine. © 27Jan60; KK150032.
39. F-2286 segmented fitting assembly tool. © 27Jan60; KK150033.
- Railroad loader beam, cargo control system. (Product bulletin, GLB/111) © 18Mar60; KK151969.
- AGRAFOAM. Planta-Foam, a treatment for potting soil, garden soil, and planter mixes. Contents 1 qt. © Norman L. O'Brien & Chester H. O'Brien d.b.a. Agrafoam; 21Jan60; KK149033.
- AIR DEVICES, INC. © Agitair Decorair extruded aluminum grilles. Appl. author: Cortland N. O'Day. © 28Jan60; KK148711.
- Agitair type DS pull-down filter. Appl. author: Cortland N. O'Day. © 28Jan60; KK148710.
- AIRCRAFT FITTING CO. © Flareless tube fittings. © 11May60; KK151368.
- AIRGUIDE INSTRUMENT CO. © At last, 2-way conversation; skier to boat, boat to skier with the new Airguide Ski-Talkie. (In The Boat industry, Mar. 1960, p.201) © 10Mar60; KK152167.
- For triple the thrills when under way; sea speed marine speedometers. (In Outboard, Apr. 1960, p.32) © 25Mar60; KK152166.
- It's a pleasure to keep an eye on time and the weather with Airguide marine clocks and barometers. (In The Boating industry, May 1960, p.234) © 10May60; KK152165.
- It's easy and fun to keep on course with Airguide marine compasses. (In The Boating industry, Feb. 1960, p.216) © 10Feb60; KK152170.

AIRGUIDE INSTRUMENT CO.-Con.

No wonder you see them everywhere; Airguide offers today's most complete line of fine marine instruments. (In The Boating Industry, Jan. 1960, p.329) © 10Jan60; KK152169.

Now Airguide Ski-Talkie, 2-way inter-communication; skier to boat, boat to skier. © 28Jan60; KK151946.

Speed afloat is fully enjoyed with Airguide marine speedometers with Contralog movement. (In The Boating Industry, Feb. 1960, p.217) © 10Feb60; KK152171.

Tops in outboard fun depends upon the motor's peak performance; illuminated outboard tachometers. (In Outboard progress magazine, Feb. 1960, p.18) © 10Feb60; KK152168.

AIRITE PRODUCTS, INC. ©

Pressure vessels. © 28Sep59; KK147981.

ALASKA JEWELRY CO. ©

The story of Alexandrite. © 22Jan60; KK148363.

ALBIN, CHARLES H. SEE Show-House.

ALD, INC. ©

Own a second business, operate in your spare time; Westinghouse Laundromat. (In U.S. news & world report, Jan. 9, 1959, p.87) © 9Jan59 (in notice: 1958); KK150862.

ALEL FLORIST CORP. ©

Alfredo Flowers recommends Fredal as the perfect flower holder to arrange dry or artificial flowers. © 6Nov59; KK148247.

Fredal, the perfect flower holder to arrange dry or artificial flowers. © 6Nov59; KK149657.

ALLIED INTERESTS, INC. ©

Emergency survival sanitation; Kernall. Approx. wt. 5 lbs. © 13Jun60; KK151750.

ALLSTATE PAPER PRODUCTS, INC. ©

Disposable genuine filter paper vacuum cleaner bags. Designed to fit Hoover. © 25Jan60; KK148727.

Disposable, genuine filter paper vacuum cleaner bags. Hoover canister. © 22Feb60; KK149507.

Genuine filter paper, disposable vacuum cleaner bags. Designed to fit Electrolux models. © 25Jan60; KK148728.

This package contains 4 genuine filter paper zipper refills; disposable paper dust bags to fit most upright vacuum cleaners. © 25Jan60; KK148661.

ALLSTATE VACUUM SUPPLY CORP. ©

The price is right. (Vacuum cleaner bags price list) © 11Feb60; KK149195.

ALRO PRODUCTS CO. ©

New, in hot and cold insulated bottles; Poly-Therm. © 16Dec59; KK148120.

Unbreakable, fully insulated Poly-Therm, for hot and cold beverages. 28 ounce capacity. © 16Dec59; KK148119.

ALTHEIMER & BAER, INC. ©

All-timer Viscount cleartone, powerful 6-transistor shirt pocket portable radio. Jordans Jewelers. (In Yank-ton press & Dakotan, Mar. 3, 1960) Appl. author: Milton Altheimer. © 3Mar60; KK150162.

Decorated dinnerware; every piece genuine Melmac; complete service for 8. Millner-Berkey. (In Miami daily news-record) Appl. author: Milton L. Altheimer. © 11Mar60; KK150613.

Dormeyer electric mixer plus 43 piece genuine Melmac break-resistant dinnerware. Les Ferrell, Jewelers. (In Sun news) Appl. author: Milton L. Altheimer. © 13Mar60; KK150612.

45-piece deluxe Dormeyer home workshop. Polan's Jewelers, Inc. (In Ashland daily independent) Appl. author: Milton L. Altheimer. © 20Mar60; KK150060.

Gossip bench; phone desk and step table. Fetter Furniture Company. (In Huntington advertiser) Appl. author: Milton Altheimer. © 4Mar60; KK150156.

Hand painted 79 pieces semi porcelain dinnerware & footed etched glassware. Friend. (In The Dominion news) Appl. author: Milton Altheimer. © 26Feb60; KK150155.

Melmac break-resistant dinnerware plus stainless tableware. Hart Jewelry Co. (In Journal-news, Hamilton, Ohio) Appl. author: Milton L. Altheimer. © 17Mar60; KK150059.

Modern desk with book and magazine shelf. LeRoy's Jewelers. (In Los Angeles examiner) Appl. author: Milton A. Altheimer. © 13Mar60; KK150058.

118 pieces, socket wrench tool set & jumbo tool box. Block Bros. (In Beacon journal, Akron, Ohio) Appl. author: Milton L. Altheimer. © 13Mar60; KK150057.

Shetland ... polisher, scrubber, rug cleaner. Earle's Jewelers. (In Corning leader) Appl. author: Milton Altheimer. © 3Mar60; KK150163.

ALTMAN (B.) & CO. ©

Which way will you wear the new Basic dress? (In The New York times, Jan. 31, 1960, p.9) © 31Jan60; KK149004.

ALTNOW, GEORGE GUSTAV.

Pacific Wire-Grams. SEE Pacific Wire Works Co.

AMALGAMATED SUGAR CO. ©

Free entry blank; win all the groceries you can carry in 5 minutes. White Satin sugar. Appl. author: Pacific National Advertising Agency, Joe Bennett. © 2Feb60; KK149598.

AMERICAN AUTOMATIC ICE MACHINE CO. ©

Crystal tips bits ice maker; model A-36. © 25Jul59; KK148064.

Crystal tips or chips automatic ice maker, model B-500-B-1. © 25Jul59; KK148062.

Crystal tips, world's only 2-in-1 ice makers to provide better ice, better service all these ways. © 25May59; KK148065.

Model A-12 crystal tips bits ice maker. © 25May59; KK148063.

AMERICAN AUTOMOTIVE BRAKE SERVICE, INC. ©

Brakes relined. (In Akron beacon journal, Feb. 28, 1960, p.24) Appl. author: Mort Leeper. © 28Feb60; KK150240.

AMERICAN BAKING CO. ©

Melli's bambino twins. © 25Jan60 (in notice: 1959); KK151017.

Melli's paisano rolls. © 25Jan60 (in notice: 1959); KK151015.

Melli's paisano sliced Italian round loaf. © 25Jan60 (in notice: 1959); KK151016.

AMERICAN CAN CO. DIXIE CUP DIVISION. ©

At last, a paper cup that doesn't spoil the taste of good coffee; Dixie Mira-Glaze. (In The Saturday evening post, Feb. 13, 1960, p.61) Appl. author: Hicks & Greist, Inc. © 9Feb60; KK149258.

At last, a paper cup that doesn't spoil the taste of good coffee; Dixie Mira-Glaze cups. (In The Saturday evening post, Apr. 9, 1960, p.115) Appl. author: Hicks & Greist, Inc. © 4Apr60; KK150349.

At last, a paper cup that doesn't spoil the taste of good coffee; Mira-Glaze. (In The Saturday evening post, Mar. 12, 1960, p.2) Appl. author: Hicks & Greist, Inc. © 8Mar60; KK149557.

Chilly Bear frosted malted. Dixie cup. Boating scene. 12 fl. oz. © 12Jan60; KK148356.

Chilly Bear frosted malted. Dixie cup. Skating scene. 12 fl. oz. © 12Jan60; KK148357.

Chilly Bear frosted malted. Dixie cup. Sleighing scene. 12 fl. oz. © 12Jan60; KK148355.

Chilly Bear frosted malted. Dixie cup. Snowball scene. 12 fl. oz. © 12Jan60; KK148354.

Chilly Bear frosted malted. Dixie cup. Water skiing scene. 12 fl. oz. © 12Jan60; KK148358.

Creamed cottage cheese. (Dairyview) Dixie container. 1 pt. 11q. © 29Mar60; KK150292.

Dixie Cup's brand new 5-ounce dispenser. Which size Dixie cup suits your tribe best? (In The Saturday evening post, Mar. 26, 1960, p.56-57) Appl. author: Hicks & Greist, Inc. © 21Mar60; KK149695.

Dixie cup's brand new 5-ounce dispenser. Which size Dixie cup suits your tribe best? (In Woman's day, Apr. 1960, p.94-95) Appl. author: Hicks & Greist, Inc. © 11Mar60; KK149616.

Fern design. Dixie Mira-Glaze cup. 7 fl. oz. © 25Jan60; KK148557.

The growngest kids eat ice cream in Dixie cups. (In The Saturday evening post, Apr. 30, 1960, p.48) Appl. author: Hicks & Greist, Inc. © 24Apr60; KK150666.

Kids learn to help themselves with cups from a Dixie dispenser. (In The Saturday evening post, May 14, 1960, p.2 of cover) Appl. author: Hicks & Greist, Inc. © 9May60; KK151021.

Kids love to help themselves with cups from a Dixie dispenser. (In The Saturday evening post, Apr. 16, 1960, p.63) Appl. author: Hicks & Greist, Inc. © 11Apr60; KK150667.

Quick meals are a cinch with cups from Dixie's new 9-ounce dispenser and matching Dixie plates. (In The Saturday evening post, May 28, 1960, p.42) Appl. author: Hicks & Greist, Inc. © 23May60; KK151381.

To each his own clean Dixie cup. (In The Saturday evening post, Feb. 27, 1960, p.18) Appl. author: Hicks & Greist, Inc. © 23Feb60; KK149259.

Truly a lick to grow on ice cream in Dixie cups. (In The Saturday evening post, Nov. 7, 1959, p.114) Appl. author: Hicks & Greist, Inc. © 3Nov59; KK148097.

AMERICAN CAN CO. MARATHON DIVISION. © Bonus white enriched bread; count the slices. Wt. 1 lb. 9 oz. © 2Jun60; KK151940.

Holsum home style enriched bread. Net wt. 1 1/2 lbs. © 23Mar60; KK150342.

AMERICAN CLOCK CO. Featuring dual motored clock movements for remote setting. © Bert Benjamin Isaacs d.b.a. American Clock Co.; 24Sep59; KK149108.

AMERICAN CRUCIBLE PRODUCTS CO. KENCO PUMP DIVISION. ©

Keneco completely submersible pumps catalog - data file. Appl. author: Paul H. Pfeiffer. © 1Nov59; KK150716.

AMERICAN DAIRY ASSN. ©

New flavor for an old favorite, made with evaporated milk and Pillsbury pie crust mix. Pumpkin-orange chiffon pie. (In The American weekly, Nov. 1, 1959, p.8) Appl. author: Campbell-Mithun, Inc. © 1Nov59; KK149132.

Thrifty, easy ways to enjoy your own cheese festival. (In The American weekly, Oct. 4, 1959, p.10-11) Appl. author: Campbell-Mithun, Inc. © 4Oct59; KK149131.

AMERICAN FURNITURE CO., INC. ©

American Furniture Co. opens the door to quality homes with the Golden Key; Golden Key program. (In The El Paso times, May 1, 1960, p.17-B) © 1May60; KK151995.

AMERICAN HOME PRODUCTS CORP. BOYLE-MIDWAY. SEE Boyle-Midway.

AMERICAN INSTITUTE OF TIMBER CONSTRUCTION. ©

Camber and deflection; glued laminated beams. Sa 11.02. © 29Dec59; KK148073.

Guide specification; structural timber framing. Section 900. © 29Dec59; KK148074.

Heavy timber construction definition. Section 1000. © 29Dec59; KK148071.

Selection of adhesives. Sa 11.06. © 29Dec59; KK148072.

Treating standard. Section 1100. © 29Dec59; KK148075.

AMERICAN MACHINE & FOUNDRY CO. ©

You are cordially invited to see the 1960 Wheel O Rama. © 5Mar60; KK151957.

AMERICAN MACHINE & FOUNDRY CO. BAKERY MACHINERY DIVISION. ©

Your Amflow magic baker promotion kit. © 16Oct59; KK149340.

AMERICAN MANUFACTURING CONCERN. ©

Falcon toys that last. Desk black-board. © 29Feb60; KK151959.

AMERICAN MONORAIL CO. ©

Newest, most efficient cleaning and handling equipment. (Bulletin CB-4) © 23May60; KK151427.

Outer space is not our specialty, we explore inner space. (In Factory magazine, May 1960, p.437) © 1May60; KK151920.

AMERICAN MONORAIL CO. CONVEYOR DIVISION. ©

It will pay for itself in 2 years, says plant manager. Cable-way overhead conveyor. (In Automation, Mar. 1960, p.151) © 1Mar60; KK149366.

AMERICAN OLEAN TILE CO. ©

Now installation time reduced with Perma-Bak mesh-mounted ceramic mosaics. Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 15Feb60; KK150984.

AMERICAN RADIATOR & STANDARD SANITARY CORP. INDUSTRIAL DIVISION. ©

Look what's up in air conditioning and power. Air-Lift; Power-Lift. Form no. B-6329. © 18Jan60 (in notice: 1959); KK149520.

Put power savings in your pumping station plans. Gyrol fluid drive. Form no. A-619. © 1May59; KK148204.

AMERICAN SAFEGUARD ENGINEERS.

American buyer, make America quality conscious. Licensed laboratory, scientifically tested. © American Safeguard Engineers, a firm consisting of James R. Meade & Beatrice E. Meade; 19Feb60; KK149175.

AMERICAN SEATING CO. ©

Teacher's pride? Or, teacher's problem? Classroom furniture. © 28Dec59; KK150244.

AMERICAN SISALKRAFT CORP. ©

Non-staining Seekure, a Sisalkraft product; a non-asphaltic waterproof paper for protecting and curing concrete. © 15Dec59; KK148194.

AMERICAN THERMOS PRODUCTS CO. ©

Holtemp. Decorated bottle barrel. © 16Mar60; KK151740.

Thermos brand new Stronglas replacement filler; fits all brands of pint wide mouth vacuum bottles. No.52F. © 4Dec59; KK148463.

Thermos brand new Stronglas replacement filler; fits all brands of 10 oz. standard neck vacuum bottles. No.20F. © 14Dec59; KK148466.

Thermos brand outing kit, no.325. © 26Apr60; KK151028.

Thermos brand vacuum bottle. No.2234. Pint size. © 4Nov59; KK148465.

Thermos brand wide mouth vacuum bottle. No.5286. Pint size. © 25Nov59; KK148464.

AMERICAN TOBACCO CO. ©

The cigarette is Lucky Strike; get the honest taste. Fishing scene. (In The Saturday evening post, July 18, 1959) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 14Jul59; KK150784.

Dual filter does it; Tareyton. Camera studio scene. (In The Saturday evening post, Jan. 16, 1960, p.49) Appl. author: L. C. Gumbinner Advertising Agency. © 12Jan60; KK148705.

Dual filter does it; Tareyton. Couple in foreground. (In Newsweek, Mar. 7, 1960, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 2Mar60; KK150520.

Dual filter does it; Tareyton. [Couple looking at pack in foreground; couple standing in background] (In The Saturday evening post, Mar. 12, 1960, p.45) Appl. author: L. C. Gumbinner Advertising Agency. © 8Mar60; KK151328.

Dual filter does it; Tareyton. Couple seated in restaurant. (In This week magazine, Nov. 1, 1959, p.34) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 1Nov59; KK147976.

Dual filter does it; Tareyton. Dinner scene. (In The Ranger, San Antonio, Oct. 12, 1959, p.6) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 12Oct59; KK147974.

Dual filter does it; Tareyton. Endorsed by Jim Gilliam. (In Chicago defender, May 7, 1960, p.7) Appl. author: L. C. Gumbinner Advertising Agency. © 7May60; KK151137.

Dual filter does it; Tareyton. Girl carrying books, & boy. (In Syracuse daily orange, Nov. 9, 1959, p.4) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 9Nov59; KK147977.

Dual filter does it; Tareyton. Greenhouse scene. (In Life, Oct. 12, 1959, p.129) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 8Oct59; KK147973.

Dual filter does it; Tareyton. Large pack & beach scene. (In Newsweek, May 2, 1960, p.98) Appl. author: L. C. Gumbinner Advertising Agency. © 27Apr60; KK151337.

Dual filter does it; Tareyton. Large pack & beach scene. (University daily Kansan, Apr. 11, 1960, p.4) Appl. author: L. C. Gumbinner Advertising Agency. © 11Apr60; KK151139.

Dual filter does it; Tareyton. Large pack & boat scene through porthole. (In The Daily Pennsylvanian, Philadelphia, May 13, 1960, p.5) Appl. author: L. C. Gumbinner Advertising Agency. © 13May60; KK151339.

Dual filter does it; Tareyton. Large pack & golf scene. (In Night owl reporter, New York University, May 9, 1960, p.4) Appl. author: L. C. Gumbinner Advertising Agency. © 9May60; KK151138.

Dual filter does it; Tareyton. Left hand & filter cut away. (In The Scarab, Feb. 1960, p.29) Appl. author: L. C. Gumbinner Advertising Agency. © 5Feb60; KK150167.

Dual filter does it; Tareyton. Left hand; cigarette pack. (In The Swarthmore phoenix, Oct. 6, 1959, p.4) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 6Oct59; KK147972.

Dual filter does it; Tareyton. Left hand holding cigarette, 2 fingers of right hand & pack. (In Look, Feb. 2, 1960, p.101) Appl. author: L. C. Gumbinner Advertising Agency. © 19Jan60; KK151338.

Dual filter does it; Tareyton. Left hand, large cigarette & pack. (In The Philadelphia tribune, Mar. 22, 1960, p.2) Appl. author: L. C. Gumbinner Advertising Agency. © 22Mar60; KK150519.

Dual filter does it; Tareyton. Left hand, 2 fingers right hand, cigarette & pack. (In The Bridgeport post, Oct. 20, 1959, p.16) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 20Oct59; KK147975.

Dual filter does it; Tareyton. 2 hands, filter cut-away & pack. (In Today (The Philadelphia inquirer magazine) Feb. 21, 1960, p.43) Appl. author: L. C. Gumbinner Advertising Agency. © 21Feb60; KK149774.

Frood finds the right girl for marriage-minded seniors. Lucky Strike. (In The Daily trojan, Apr. 26, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Apr60; KK151458.

Get satisfying flavor so friendly to your taste; Pall Mall. Artichoke. (In Newsweek, Apr. 18, 1960, p.35) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Apr60; KK150570.

Get satisfying flavor, so friendly to your taste; Pall Mall. [Honeydew melon] (In The Saturday evening post, Feb. 27, 1960, p.47) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 23Feb60; KK149998.

Get satisfying flavor, so friendly to your taste; Pall Mall. Orange slices. (In Progressive farmer, Feb. 1960, p.65) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15Jan60; KK149070.

Get satisfying flavor, so friendly to your taste; Pall Mall. [Peaches] (In Progressive farmer, July 1960, p.25B) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 15Jun60; KK152191.

Get satisfying flavor, so friendly to your taste; Pall Mall. [Raspberries] (In Time, June 6, 1960, p.27) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1Jun60; KK151707.

Get satisfying flavor, so friendly to your taste; Pall Mall. [Soft drink] (In Time, May 9, 1960, p.31) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 4May60; KK151214.

Get satisfying flavor so friendly to your taste. Pall Mall. [Tomato juice & ash tray] (In Look, Jan. 19, 1960) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5Jan60; KK148188.

AMERICAN TOBACCO CO.-Con.

Get the honest taste of a Lucky Strike. Endorsed by Bill Lundigan, star of Men into space. (In The Saturday evening post, Oct. 10, 1959, p.47) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Oct59; KK150785.

Get the honest taste of a Lucky Strike. Fireman washing truck. (In The Saturday evening post, Sept. 12, 1959, p.53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Sep59; KK150776.

Ghost charge haunts Lucky Strike's Dr. Frood. (In The Daily trojan, Apr. 1, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Apr60; KK151457.

Good news about American Tobacco Company's brand of the month; Tareyton. Dual filter doubles sales. (In Food topics, Apr. 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Mar60; KK150782.

Happiest smoking since filters began; new air-cooled Riviera with the twin-white filter. (In Milwaukee sentinel, Apr. 6, 1960, p.15) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 6Apr60; KK152033.

Happiest smoking since filters began; new, Riviera, cool green innner filter with chlorophyll. (In The Phoenix gazette, Apr. 5, 1960, p.14) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5Apr60; KK151401.

Happiest smoking since filters began; new Riviera with the cool green filter inside. (In The Seattle times, Apr. 4, 1960, p.7) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 4Apr60; KK151834.

If I can't get you to switch to Luckies, these will. Lucky Strike. (In Sunday news, New York, Nov. 22, 1959, p.133) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Nov59; KK150787.

If you're aiming for honest taste, here's the bull's-eye. Lucky Strike. (In Sunday news, New York, Nov. 8, 1959, p.138) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 8Nov59; KK150788.

Keep them on hand for your holiday entertaining; Tareyton. (In Look, Dec. 8, 1959, p.81) Appl. author: L. C. Gumbinner Advertising Agency. © 29Nov59; KK148706.

Lucky Strike; get the genuine article, get the honest taste. [Race track scene] (In Farm & ranch, Sept. 1959) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Aug59; KK150759.

Lucky Strike presents Dear Dr. Frood. Baffling blot fails to faze Frood. (In The Ball State news, Jan. 12, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Jan60; KK150765.

Lucky Strike presents Dear Dr. Frood. Dr. Frood's moral of the month: brevity is the soul of wit. (In The Ram, Nov. 5, 1959, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Nov59; KK150779.

Lucky Strike presents Dear Dr. Frood. Dr. Frood's moral of the month: most college students today do not know the meaning of the word adversity. (In The Denver clarion, Oct. 13, 1959, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Oct59; KK150781.

Lucky Strike presents Dear Dr. Frood. Dr. Frood's moral of the month: things worth having are worth working for. (In The Denver clarion, Oct. 6, 1959, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6Oct59; KK150783.

Lucky Strike presents Dear Dr. Frood. Dr. Frood's moral of the month: when the world seems dark ... do not fret. (In The Ram, Oct. 22, 1959, p.8) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Oct59; KK150780.

Lucky Strike presents Dear Dr. Frood. Field goal expert kicks about classes. (In The Ball State news, Jan. 26, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Jan60; KK150767.

Lucky Strike presents Dear Dr. Frood. Field goal expert kicks about classes. (In The Ram, Nov. 12, 1959, p.12) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Nov59; KK150778.

Lucky Strike presents Dear Dr. Frood. Historic event, Dr. Frood reveals his address. (In The Ram, Nov. 19, 1959, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Nov59; KK150777.

Lucky Strike presents Dear Dr. Frood. Marrying for money, is Frood in favor? (In The Ball State news, Jan. 19, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Jan60; KK150766.

Lucky Strike presents Dear Dr. Frood. Obfuscated English prof. fails to fool Frood. (In The Ball State news, Feb. 12, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Feb60; KK150769.

Lucky Strike presents Dear Dr. Frood. Subliminal? Frood pleads not guilty. (In The Ball State news, Feb. 2, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Feb60; KK150768.

Lucky Strike saturates TV. (In Food topics, Mar. 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Feb60; KK150773.

Lucky Strike's Dr. Frood declares: graduation is all a matter of degree. (In The University hatchet, Apr. 12, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Apr60; KK151460.

Lucky Strike's Dr. Frood is asked, why are today's students more serious, dedicated, industrious? (In Arkansas traveler, Mar. 4, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Mar60; KK151453.

Lucky Strike's Dr. Frood reveals a foolproof method for rating your college. (In The Daily trojan, Mar. 24, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24Mar60; KK151456.

Lucky Strike's Dr. Frood to the rescue: foolproof formula simplifies chemistry. (In The Stanford daily, Mar. 4, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Mar60; KK151459.

The 1 out of 20 that didn't get smoked; Tareyton. (In Newsweek, Apr. 4, 1960, p.120) Appl. author: L. C. Gumbinner Advertising Agency. © 30Mar60; KK151336.

The 1 out of 20 that didn't get smoked; Tareyton. (In The Tech, Cambridge, Mass., Mar. 8, 1960, p.6) Appl. author: L. C. Gumbinner Advertising Agency. © 8Mar60; KK150641.

Pall Mall continues steady gain. (In Food topics, Feb. 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 22Jan60; KK150774.

Quality. Tareyton & 5 other packs; tobacco field. (In Tobacco retailers' almanac, 24th ed., Oct. 1959, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct59; KK150755.

Remember how great cigarettes used to taste? L.S./M.F.T.; Lucky Strike. Closeup of man in bulky sweater. (In Farm journal, Jan. 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Dec59; KK150791.

Remember how great cigarettes used to taste? L.S./M.F.T.; Lucky Strike. [Male skiers in bulky sweaters] (In Progressive farmer, Feb. 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Jan60; KK150770.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Class of '50 reunion. (In The Saturday evening post, May 28, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 24May60; KK151859.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Endorsed by Martin V. Waters. (In Ebony, May 1960, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Apr60; KK151625.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Endorsed by Ulysses Kay. (In Baltimore Afro-American, Apr. 26, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 26Apr60; KK151454.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Still fishing scene. (In Farm journal, May 1960, p.19) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Apr60; KK151624.

Remember how great cigarettes used to taste? Lucky Strike. Christmas cartons. (In Outdoor life, Dec. 1959, p.17) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Nov59; KK150771.

Remember how great cigarettes used to taste? Lucky Strike. Class of '50 reunion. (In Columbia daily spectator, May 6, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 6May60; KK151455.

Remember how great cigarettes used to taste? Lucky Strike. Endorsed by Leonard de Paur. (In Ebony, Mar. 1960, p.3) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Feb60; KK150792.

Remember how great cigarettes used to taste? Lucky Strike. Endorsed by Martin V. Waters. (In The Baltimore Afro-American, Feb. 23, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Feb60; KK150764.

Remember how great cigarettes used to taste? Lucky Strike. Girl holding lighted cigarette. (In Farm journal, Mar. 1960, p.23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Feb60; KK150775.

Remember how great cigarettes used to taste? Lucky Strike. Hunter. (In The Saturday evening post, Nov. 7, 1959) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 3Nov59; KK150786.

Remember how great cigarettes used to taste? Lucky Strike. Workshop scene. (In Life, Apr. 4, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 31Mar60; KK150772.

There's one thing I like about Lucky smokers; get the honest taste of a Lucky Strike. (In Sunday news, New York, Sept. 27, 1959, p.118) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Sep59; KK150762.

Thousands are switching to Riviera filter cigarettes for rich tobacco flavor plus throat-cooling refreshment. (In St. Paul dispatch, Dec. 7, 1959, p.10) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Dec59; KK148654.

Thousands are switching to Riviera filter cigarettes for rich tobacco flavor plus throat-cooling refreshment. (In The Times-picayune, Nov. 11, 1959, section 2, p.12) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 11Nov59; KK148925.

We get along fine, she smokes Luckies, too. Lucky Strike. (In Sunday news, New York, Oct. 25, 1959, p.130) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Oct59; KK150789.

What's better than a pack of Luckies? Get the honest taste of a Lucky Strike. (In Sunday news, New York, Aug. 2, 1959, p.100) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 2Aug59; KK150761.

What's the last word in good smoking? Get the honest taste of a Lucky Strike. (In Sunday news, New York, Oct. 11, 1959, p.117) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 11Oct59; KK150763.

You can't miss with Lucky Strike; get the genuine article, get the honest taste. Skeet shoot scene. (In Look, June 23, 1959) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9Jun59; KK150760.

AMERICAN TUNA CANNING CO. © Ameripak light chunk tuna. Net contents 6 1/2 oz. avoird. © 23Jul59; KK148935.

Lord and Lady, all tuna red meat, cat food. Contents 6 oz. avoird. © 3Aug59; KK148936.

Tuna Time light chunk tuna. Net contents 6 1/2 oz. avoird. © 2Jun59; KK148937.

Your Highness all tuna red meat cat food. Contents 6 oz. avoird. © 7Apr60; KK150870.

AMERICANA CORP.

Food for thought; The Encyclopedia Americana. (In Life, Apr. 4, 1960, p.3) © Americana Corp., a division of Grolier, Inc.; 4Apr60; KK151442.

A world of knowledge at your finger-tips through the pages of the Encyclopedia Americana. (In Life, Nov. 30, 1959, p.4) © Americana Corp., a division of Grolier, Inc.; 30Nov59; KK151443.

AMERICA'S NATIONAL SAFETY CLUB. ©

Certified member. © C. J. Christianson d.b.a. America's National Safety Club; 10Jan60; KK149532.

ANAHIST CO., INC.

Flu sufferers; Super Anahist. (In Los Angeles times, Jan. 29, 1960, pt.1, p.11) Appl. author: Ted Bates & Co., Inc. © Anahist Co., Inc. (in notice; Anahist Research Laboratories Div.); 29Jan60; KK150207.

ANCIENT AGE DISTILLING CO. ©

Give a garfish enough rope. Sports idea contest. (In Sports afield, Dec. 1959, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 25Nov59; KK148136.

How to catch a coon in a milk bottle. Sports idea contest. (In Sports afield, Nov. 1959, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct59; KK148111.

How to catch fish by hooping it up. Sports idea contest. (In Sports afield, Mar. 1960, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb60; KK149649.

How to cure a retriever's hard bite.

Sports idea contest. (In Sports afield, June 1960, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 25May60; KK152157.

How to fowl up a fox. Sports idea contest. (In Sports afield, Feb. 1960, p.79) Appl. author: Doyle Dane & Bernbach, Inc. © 25Jan60; KK149956.

How to get a sick dog to take his medicine. Sports idea contest. (In Sports afield, May 1960, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 21Apr60; KK151782.

How to make a sucker out of a mink. Sports idea contest. (In Sports afield, Apr. 1960, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 25Mar60; KK150474.

How to pull the wool over a fish's eyes. Sports idea contest. (In Sports afield, Jan. 1960, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 25Dec59; KK149233.

Just born for holiday giving. (In St. Paul pioneer press, Nov. 13, 1959, p.07) Appl. author: Doyle Dane Bernbach, Inc. © 13Nov59; KK148137.

This year the whole family is gift wrapped. (In Charleston evening post, Dec. 21, 1959, p.4A) Appl. author: Doyle Dane Bernbach, Inc. © 21Dec59; KK149234.

ANDERSON, CLAYTON & CO., INC. FOODS DIVISION.

Bar-b-cue tips from Mrs. Tucker; Cue barbecue sauce. Net weight 15 oz. © Anderson, Clayton & Co., Inc. (in notice; Anderson, Clayton & Co., Inc. Foods Division); 14Mar60; KK149768.

ANDERSON CO. ©

Anco all-purpose wiper arm tool. Stock no.101. One. © 3Dec59; KK148834.

Anco all-season windshield washer solvent and all-purpose glass cleaner. Form 04-0280. Revised 7-59. © 8Jul59; KK148835.

Anco all-season windshield washer solvent and all-purpose glass cleaner for all windshield washers. Form 04-0550. © 17Jul59; KK148838.

Anco check sheet; Anco blade and arm replacements for wrap-around, curved, and flat windshields on passenger cars. Rev. 2-60. (Form 04-0338) © 10Feb60; KK152218.

Anco dealer's stock checking guide; universal wiper blades. Rev. 2-60. (Form 04-0507) © 15Mar60; KK152221.

Anco drum elevator. (Stock no.275) © 25Apr60; KK152223.

Anco flat-windshield wiper arm. Stock no.43131. Form 04-0548. © 22Jul59; KK148836.

Anco isopropanol windshield washer solvent and all purpose glass cleaner. 6 fluid ounces. © 17Jul59; KK149304.

Anco windshield wiper arms; for top value, top performance, complete wiper arm coverage for all passenger cars. (Form 04-0534) © 15Mar60; KK152225.

Anco windshield wiper blades and arms replacement specifications for English and European vehicles. Rev. 2-60. (Form 04-0314) © 10Feb60; KK152220.

Dealer's bonus requisition; Anco windshield washer solvent. Form 04-0549. © 8Jul59; KK148840.

Dealer's liberalized Anco box-flap redemption form, effective June 1, 1960. Anco wiper blades. (Form 04-0578) © 31May60; KK152224.

How to refill Anco Clear-Flex heavy-duty blades. Rev. 1-60. (Form 04-0554) © 19Jan60; KK152216.

How to use the Anco all-purpose wiper arm tool. Form 04-0555. © 3Dec59; KK148841.

Mr. Anco dealer: Here is a pair of Anco 16-ink turtleback wiper blade refills. Sell the Anco refill story. Form 04-0551. © 17Jul59; KK148839.

Mr. Dealer, boost your profits while you prove it with Anco. Simply ask each customer ... do your wipers streak your windshield? (Form 04-0574) © 11Apr60; KK152215.

New; increase sales and profits with the Anco Serviseller combination, all-car service cabinet and stand. Wiper blades and arms. Rev. 2-60. (Form 04-0205) © 10Feb60; KK152217.

Now, the dynamic new Anco Yo-Yo, stable transmission for better electric windshield wipers. Form 04-0556. © 21Oct59; KK148837.

7 reasons; gain ground for dealers; it's easy to vote. Anco seven reasons. Win up to \$500 cash. Wiper blades and arms. © 17Feb60; KK152219.

Simplified Anco box-flap plan. Anco blades, arms, or other Anco products. (Form 04-0571) © 17Feb60; KK152222.

ANEMOSTAT CORP. OF AMERICA. ©

Diffus-A-Plate. (Catalog DAP-70) Appl. author: Jess H. Cloud. © 31Jan60; KK149355.

Installation, operation, and maintenance of the Anemotherm gas flow meter. Appl. author: Jess H. Cloud. © 28Oct59; KK148405.

Portable Anemotherm gas flow meter. Bulletin no.5200-P-60. Appl. author: Jess H. Cloud. © 30Dec59; KK148725.

Type CS air diffusers. (Catalog CS-70) Appl. author: Jess H. Cloud. © 25Feb60; KK149584.

ANHEUSER-BUSCH, INC. ©

Special lyrics: they're the 101 words that tell the world about the king of beers. Where there's life, there's Bud. Girl with record. (In Columbia Missourian, Mar. 1, 1960, p.7) Appl. author: D'Arcy Advertising Co. © 1Mar60; KK150222.

ANIMAL HEALTH DEPARTMENT, ARMOUR PHARMACEUTICAL CO. SEE Armour Pharmaceutical Co. Animal Health Department.

ANSWER-AMERICA, INC. ©

Tas, what's that? The best telephone answering service. © 1Mar60; KK150021.

ANSWERING TELEPHONE SERVICE OF NEW YORK.

Don't miss any call, let us answer your phone. © Answering Telephone Service of New York, accepted alternative designation of the Suburban Classified Directory Corp.; 29May60; KK151916.

AONCO.

Surflote Aquabell, the perfect buoy; for the finest in water safety products. NM: additions. © Abel O. Norbeck d.b.a. Aonco; 15Mar60; KK150248.

Surflote Aquabell, the perfect buoy; swimming beach safety markers. NM: additions. © Abel O. Norbeck d.b.a. Aonco; 4Jan60; KK148547.

APON RECORD CORP. ©

Bohemian music. APON-2457.

© 10Mar60; KK150365.

German modern dancing tunes.

APON-2738. © 5Apr60; KK150366.

Koledy. Czech Christmas carols.

APON-2455. © 25Dec59; KK148176.

Old Prague. APON-2456. © 1Mar60;

KK150368.

Pest-Buda, Hungarian records.

HUNG-501. © 15Mar60; KK150367.

APPLESTEIN, LEVINSTEIN & GOLNICK ADVERTISING AGENCY, INC.

Big Madera big apple wine; Madera is the genu-wine. (In The Baltimore Afro-American, Apr. 26, 1960, p.8)

© A.L. & G. Adv. Agcy., Inc. (Applestein, Levinstein & Golnick Adv. Agcy., Inc.); 26Apr60; KK151958.

APPLIANCE PRODUCTS CO. ©

Stop costly battery drain with new electronic battery saver. © 1Dec59; KK148022.

ARMCO STEEL CORP. UNION WIRE ROPE CORP.
SEE Union Wire Rope Corp.

ARMOUR & CO. ARMOUR INDUSTRIAL CHEMICAL CO. DIVISION. SEE Armour Industrial Chemical Co.

ARMOUR INDUSTRIAL CHEMICAL CO.

Armour bactericides offer low cost corrosion protection; Duomeen CD-50. (In The Oil and Gas Journal, Apr. 11, 1960, p.68-69) Appl. author: Allen R. Kurtzman. © Armour Industrial Chemical Co., division of Armour & Co.; 11Apr60; KK150404.

ARMOUR PHARMACEUTICAL CO. ©

Alpha Chymar, alpha chymotrypsin, takes the moment of anxiety out of cataract surgery. (In The Eye, ear, nose and throat monthly, June 1960, p.485) © 6Jun60; KK152002.

Anemia is never out of season.

Armidecan; Armidecan 75. (In Successful farming, Jan. 1960, p.84) © 16Dec59; KK150742.

Anti-inflammatory therapy by intramuscular injection; enzymatic debridement for topical use. Kymar; Tryptar-Vet. (In The Illinois veterinarian, winter 1960, p.xiv) © 1Jan60; KK152001.

Armour Pharmaceutical Company announces a new systemic enzyme, Chymoral. (In Medical times, Apr. 1960, p.109a) © 5Apr60; KK150307.

Armour specialties for bovine therapy.

Camachlor; Methylacca; Torumen. (In Journal of the American Veterinary Medical Assn., Jan. 1, 1960, p.8) © 28Dec59 (in notice: 1960); KK149668.

Chymar buccal, aqueous oil; systemic route to faster healing at any location. © 12Jan60; KK148571.

Depinar, truly repository injectable B₁₂. (In Modern medicine, Nov. 15, 1959) © 15Nov59; KK148278.

Faster healing at any location; Chymar buccal, aqueous oil. Controls inflammation, swelling and pain. (In Annals of surgery, Nov. 1959, p.50A) © 1Nov59; KK148422.

Faster healing at any location; Chymar, buccal, aqueous oil. In obstetrics and gynecology controls inflammation, swelling and pain. (In American journal of obstetrics & gynecology, Nov. 1959, p.90) © 1Nov59; KK148265.

For more get up and grow; farmers know pigs have more get up and grow with Armour's injectable iron-dextran products. Armidecan 75; Armidecan. (In Farm store merchandising, Jan. 1960, p.21) © 29Nov59; KK149306.

Freedom from anginal attacks, 24 hours of uninterrupted protection; Pentritol Tempules. (In Postgraduate medicine, Apr. 1960, p.A-147) © 10Apr60; KK150872.

Freedom from anginal attacks with Pentritol Tempules. © 2May60; KK151562.

HP Acthar gel unsurpassed in Acth therapy. (In Hospital topics, Nov. 1959, p.66) © 25Oct59; KK150985.

HP Acthar Gel, unsurpassed in ACTH therapy. (In The New England journal of medicine, Nov. 5, 1959) © 5Nov59; KK148264.

Important new therapy in peptic ulcer; Chymar buccal, aqueous oil. (In New England journal of medicine, Apr. 14, 1960, p.24) © 14Apr60; KK151563.

Look, maw, no anemia. Armidecan; Armidecan 75. Baby pig anemia. (In National hog farmer, Mar. 1960, p.77) © 23Feb60; KK149305.

New product announcement; introduction date, April 1, 1960. Chymoral, the oral systemic anti-inflammatory enzyme tablet. © 1Apr60; KK151089.

Now the weather's warm, your doctor will be seeing more impetigo; Chymar ointment. (In American druggist, Apr. 4, 1960, p.31) © 4Apr60; KK150306.

Otitis externa? Do all three with Chymar ointment. (In The Eye, ear, nose and throat monthly, Apr. 1960, p.308) © 4Apr60; KK150313.

Pelvic inflammatory disease? Chymar buccal, aqueous oil. (In American journal of obstetrics and gynecology, May 1960, p.73) © 1May60; KK152007.

Renders extracapsular lens extraction unnecessary; Alpha Chymar. (In American journal of ophthalmology, Dec. 1959, p.21) © 20Dec59; KK150310.

Systemic route to faster healing at any location; in respiratory conditions. Chymar buccal, aqueous oil. (In The Eye, ear, nose and throat monthly, Dec. 1959, p.994) © 7Dec59; KK150311.

Systemic route to faster healing; in ocular conditions. Chymar buccal, aqueous oil. (In American journal of ophthalmology, Nov. 1959, p.29) © 20Nov59; KK150314.

They all lick their chops over Caminal-S, the vitamin-mineral tablet with sniff, taste, crunch appeal. Flea bomb for dogs and cats. (In Journal of the American Veterinary Medical Assn., May 15, 1960, p.9) © 12May60; KK152006.

Trauma? Chymar buccal, aqueous oil. (In Annals of surgery, May 1960, p.39A) © 2May60; KK152003.

Unsurpassed in ACTH therapy, highly purified Acthar Gel. (In The Journal of the American Medical Assn., Dec. 12, 1959, p.89) © 12Dec59; KK148574.

When you see impetigo; Chymar ointment. (In A.M.A. archives of dermatology, Apr. 1960, p.49) © 8Apr60; KK151561.

When you see impetigo; Chymar ointment. (In Journal of the American Medical Assn., Mar. 12, 1960, p.55) © 12Mar60; KK149632.

When you see ocular trauma or inflammation; Chymar buccal, aqueous oil. (In American journal of ophthalmology, May 1960, p.xxiii) © 20May60; KK152004.

ARMOUR PHARMACEUTICAL CO. ANIMAL HEALTH DEPT. ©

Anemia is never out of season. Armidecan; Armidecan 75. (In National hog farmer, Jan. 1960, insert, p.10A) © 28Dec59; (in notice: 1960); KK149635.

Anemia is never out of season. Armidecan; Armidecan 75. (In National livestock producer, Feb. 1960, p.33) © 25Jan60; KK149634.

Anemia is never out of season. Armidecan; Armidecan 75. (In Weekly star farmer, Jan. 13, 1960, p.5) © 13Jan60; KK148830.

Anemia is never out of season; no matter ... if you want to insure your hog profits. Armidecan; Armidecan 75. (In The Farm quarterly, spring 1960, p.147) NM: text. © 7Mar60; KK150741.

Armidecan, the original iron-dextran, more thoroughly and extensively tested than any other iron preparation. Armidecan 75. (In National 4-H news, Dec. 1959, p.77) © 1Dec59; KK149633.

Dogs can't resist 'em; Dabs with Maxibon, the new vitamin-mineral tablet. © 5Feb60; KK150439.

Now available, new superpotent Armidecan 75; gives extra protection to insure against baby pig anemia. © 18Jan60; KK151564.

Put extra dollars in your pocket; pig-saving iron. Armidecan; Armidecan 75. (In National hog farmer, May 1960, p.14) © 2May60; KK152005.

ARMOUR PHARMACEUTICAL CO. VETERINARY DEPT. ©

Armour pituitary hormone preparations for veterinary use. FSH-p; P.L.H.; P.O.P. (In The Cornell veterinarian, Jan. 1960, p.92) © 2Jan60; KK150309.

Superior ACTH preparations for small animal practice. Adrenomone; D-40; ACB12. (In The California veterinarian, Jan.-Feb. 1960, p.19) © 10Feb60; KK150312.

Three superior ACTH preparations. Dynamone; Adrenomone; Adrenocillin. (In Rocky Mountain veterinarian, Jan. 1960, p.18) © 2Jan60 (in notice: 1959); KK150308.

ARNOLD BAKERS, INC. ©

Dessert brownies. Net weight 8 1/4 ounces. © 21Jan60; KK148550.

ARPIN, DONALD J.

Speed Crete, many use above and underwater cement mix. One pint. © Donald J. Arpin & Julien J. Arpin; 4Mar60; KK149361.

ARPIN, JULIEN J.

Speed Crete, many use above and underwater cement mix. SEE Arpin, Donald J.

ART INDUSTRIES, INC. ©

Softly flying saucer game. © 9Jun60; KK151828.

ASH & CO. ©

Save on your tool costs. Appl. author: Saul Ash. © 1Mar60; KK149972.

ASSOCIATED PRODUCTS, INC. ©

A new bath sensation for body and soul; Indulge. (In Harrisburg patriot news, Mar. 14, 1960, p.12) Appl. author: Doyle Dane Bernbach, Inc. © 14Mar60; KK150477.

ASSOCIATES INVESTMENT CO. ©

Going up? Bring your sky high budget down to earth. © 2Jan60; KK148459.
Too many? Melt away old year bills, new year expenses with cash from Associates. © 2Jan60; KK148146.

ATLANTA GAS LIGHT CO. ©

Dry your tears, Weeping Willie. Water heater. (In The Atlanta journal, Aug. 24, 1959, p.30) © 24Aug59; KK149517.

Here's Weeping Willie again. Water heater. (In The Atlanta journal, Jan. 13, 1959, p.4) © 13Jan59; KK149510.

Here's Weeping Willie, the leaky water heater. (In The Atlanta constitution, Jan. 7, 1959, p.32) © 7Jan59; KK149509.

Hi, Weeping Willie, don't cry so hard. Water heater. (In The Atlanta journal, Aug. 17, 1959, p.12) © 17Aug59 (in notice: 1958); KK149516.

Little Weeping Willie deserves a break. Water heater. (In The Atlanta journal, Feb. 3, 1959, p.11) © 3Feb59; KK149513.

Little Weeping Willie is at his row's end. Water heater. (In The Atlanta constitution, Jan. 28, 1959, p.7) © 28Jan59; KK149512.

Poor little fellow; Weeping Willie. Water heater. (In The Atlanta Journal, June 30, 1959, p.9) © 30Jun59; KK149515.

Quit crying little Weeping Willie, tell them to call the gas company. Water heater. (In The Atlanta Journal, June 9, 1959, p.4) © 9Jun59; KK149514.

Weeping Willie is still begging for relief. Water heater. (In The Atlanta Journal, Jan. 20, 1959, p.13) © 20Jan59 (in notice: 1958); KK149511.

ATLAS SUPPLY CO. ©

Built to even higher standards than tires on new cars. Tires, batteries, accessories. (In The Progressive farmer, June 1960, p.24-25) Appl. author: McCann-Erickson, Inc. © 15May60; KK151913.

Built to even higher standards than tires on new cars. Tires; batteries; accessories. (In This week magazine, Apr. 10, 1960, p.20-21) Appl. author: McCann-Erickson, Inc. © 10Apr60; KK151153.

New Atlas Bucron tire cushions every bump, stops 30% quicker. Tires, batteries, accessories. (In The Progressive farmer, July 1960, p.34-35) Appl. author: McCann-Erickson, Inc. © 15Jun60; KK150222.

Sold by more service station dealers than any other tire. Tires, batteries, accessories. (In The Saturday evening post, May 7, 1960, p.72-73) Appl. author: McCann-Erickson, Inc. © 3May60; KK151914.

AUDIO FIDELITY, INC. ©

Accordion polka. Jo Basile, his accordion and orchestra. AFSD 5914. © 1Feb60; KK150321.

Al Hirt swingin' Dixie, v.3. AFSD 5926. © 1Feb60; KK150322.

Al Melgard at the Chicago Stadium organ, v.3. AFSD 5907. © 1Feb60; KK150329.

Arthur Tracy, the street singer. AFSD 5929. © 1Feb60; KK150325.

Bawdy western songs, v.6. Oscar Brand. AFSD 5920. © 1Feb60; KK150323.

Brahms symphony no.4 in E minor, op.98. Virtuoso Symphony of London. FCS 50001. (1st component series) © 26May60; KK151537.

Guitarra flamenca. Fernando Sirvent. AFSD 5896. © 1Feb60; KK150324.

The happy sound of ragtime. Harry Breuer and orchestra, v.3. AFSD 5912. © 1Feb60; KK150330.

Mandolina Italiano. Dick Dia, his mandolin & orchestra. AFSD 5923. © 26May60; KK151536.

Music from Pretty Boy Floyd. Original sound track. AFSD 5936. © 1Feb60; KK150328.

Piano ragtime with the phenomenal Dukes of Dixieland, v.11. AFSD 5928. © 1Feb60; KK150331.

Pictures at an exhibition; Mussorgsky-Ravel. Virtuoso Symphony of London. FCS 50004. (1st component series) © 26May60; KK151538.

Revival. Rev. Gatemouth Moore and his gospel singers. AFSD 5921. © 1Feb60; KK150332.

Satchmo plays King Oliver. AFSD 5930. © 1Feb60; KK150327.

Viva Mexico; rancheros de Mexico, v.2. Mariachi Miguel Dias. AFSD 5898. © 1Feb60; KK150326.

AUDIPHONE CO. OF DETROIT.

The joy of comfortable hearing. Appl. author: Luckoff & Wayburn, Inc. © Audiphone Co., accepted alternative designation of Audiphone Co. of Detroit; 31Jan60; KK152053.

AURORA PLASTICS CORP. ©

Around the world in 3 hrs. nuclear airliner; scale model plastic assembly kit. (Kit no.129-98) © 4Feb60 (in notice: 1959); KK150603.

Austin-Healey 3000; scale model plastic assembly kit. (Kit no.516-49) © 4Feb60; KK150602.

Avro CF-100, all-weather fighter; scale model plastic assembly kit. (Kit no.137-.98) © 20Apr60; KK150848.

HMS King George V, 45,000 ton British battleship; scale model all plastic assembly kit. (Kit no.712-1.49) © 28Sep59; KK150605.

Instructions for flying & maintaining the Aurora Cessna L-19 bird dog. © 30Oct59; KK149040.

Instructions for flying & maintaining the Aurora P-47 thunderbolt. © 7Dec59; KK149041.

Japanese battleship Yamato; scale model plastic assembly kit. (Kit no.713-1.98) © 17Mar60; KK151088.

Mercedes Benz 300 SL; scale model plastic assembly kit. (Kit no. 517-49) © 4Feb60; KK150600.

P-61 Black Widow; 1/4" scale model plastic assembly kit. (Kit no. 392-1.98) © 20Apr60; KK150849.

Triumph T.R.3; scale model plastic assembly kit. (Kit no.518-49) © 4Feb60; KK150601.

USS Enterprise, flagship of the immortal task force 58; scale model plastic assembly kit. (Kit no. 714-1.49) © 17Mar60; KK151087.

World War I fighter, Fokker D-VIII; 1/4" scale model plastic assembly kit. (Kit no.135-69) © 4Feb60 (in notice: 1959); KK150604.

World War I fighter, Halberstadt CLII; 1/4" scale model plastic assembly kit. (Kit no.136-98) © 4Feb60 (in notice: 1959); KK150606.

AUSTEX FOODS, INC. ©

Brown gravy and sliced beef. Net contents 15 ozs. avoird. © 7Jan60; KK148931.

Quik-Serv chili with beans. Net wt. contents 8 ozs. © 8Sep59; KK148844.

AUSTIN BISCUIT CORP. ©

Swiss cake roll; creme-filled. Net wt. 1 1/2 ozs. © 18Dec59; KK151701.

AUTO MATE CORP. ©

Start-A-Matic automatic starter activator. © 28Nov59; KK149109.

AUTOMOTIVE SERVICE INDUSTRY ASSN. ©

Educational chart, developed by Marketing Research Committee. NM: additions. © 16Mar60; KK151992.

AVIS, INC. ©

Avis rent-a-car announces minute-saver service; a car with your name on it waits for you. (In The New York times, Mar. 14, 1960, p.32) Appl. author: McCann-Erickson, Inc. © 14Mar60; KK150375.

Avis rent-a-car announces minute-saver service; fly where you're going. (In The New York times, Apr. 4, 1960, p.40) Appl. author: McCann-Erickson, Inc. © 4Apr60; KK151152.

Avis rent-a-car announces minute-saver service; from this minute on your trips can be easier. (In The New York times, Mar. 21, 1960, p.35) Appl. author: McCann-Erickson, Inc. © 21Mar60; KK150373.

Avis rent-a-car announces minute-saver service; go where you want. (In The New York times, Apr. 11, 1960, p.47) Appl. author: McCann-Erickson, Inc. © 11Apr60; KK151151.

Avis rent-a-car announces minute-saver service; whether you travel by train or plane ... drive when you get there. (In The New York times, Mar. 28, 1960, p.38) Appl. author: McCann-Erickson, Inc. © 28Mar60; KK150374.

Get more done, have more fun with Avis minute-saver service; rent-a-car. (In Time, May 2, 1960, p.72-73) Appl. author: McCann-Erickson, Inc. © 27Apr60; KK151149.

Have more fun, get more done with Avis minute-saver service; rent-a-car. (In National geographic, May 1960) Appl. author: McCann-Erickson, Inc. © 2May60; KK151150.

How to build soft cushions from hard cash; rent-a-car. (In The Wall Street Journal, Apr. 4, 1960, p.4) Appl. author: McCann-Erickson, Inc. © 4Apr60; KK150377.

How to read ads for fun and profit; rent-a-car. (In The Wall Street Journal, Mar. 14, 1960, p.3) Appl. author: McCann-Erickson, Inc. © 14Mar60; KK150376.

How to track down missing profits; rent-a-car. (In The Wall Street Journal, Apr. 25, 1960, p.12) Appl. author: McCann-Erickson, Inc. © 25Apr60; KK151148.

The new corporate travel plan is another first from Avis; find the man from Philadelphia. Rent-a-car. (In Forbes, Jan. 1, 1959, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 29Dec58 (in notice: 1959); KK150518.

Rent-a-car; a car waits for you at your destination. (In The New York times, May 23, 1960, p.41) Appl. author: McCann-Erickson, Inc. © 23May60; KK151908.

Rent-a-car; Avis gives you extra time for vacation fun. (In The New York times, June 13, 1960, p.35) Appl. author: McCann-Erickson, Inc. © 13Jun60; KK152014.

Rent-a-car; Avis puts you in the swim faster. (In The New York times, May 31, 1960, p.37) Appl. author: McCann-Erickson, Inc. © 31May60; KK151910.

Rent-a-car; get more done, have more fun with Avis minute-saver service. (In Nation's business, June 1960, p.48-49) Appl. author: McCann-Erickson, Inc. © 25May60; KK151911.

Rent-a-car; join the fun faster, thanks to Avis. (In The New York times, May 16, 1960, p.42) Appl. author: McCann-Erickson, Inc. © 16May60; KK151907.

Rent-a-car, now first with minute-saver service. (In Business week, May 14, 1960) Appl. author: McCann-Erickson, Inc. © 13May60; KK151909.

Rent-a-car; start your vacation with no time wasted. (In The New York times, June 6, 1960, p.39) Appl. author: McCann-Erickson, Inc. © 6Jun60; KK151912.

Rent-a-car; wherever you travel, Avis minute-saver service is as near as your phone. (In Time, Apr. 4, 1960, p.93) Appl. author: McCann-Erickson, Inc. © 30Mar60; KK150372.

You can rent an Avis car by the day, week or for longer periods. Pyramid tent card. © 13Apr60; KK151779.

AVON COSMETICS. ©

Avon calling with 199 cosmetics. (In The Progressive farmer, May 1960, p.85) Appl. author: Monroe F. Dreher, Inc. © 15Apr60; KK151128.

Avon gifts, a joy to select, a joy to give, a joy to receive. (In Progressive farmer, Nov. 1959, p.3 of cover) Appl. author: Monroe F. Dreher, Inc. © 15Oct59; KK148814.

The Avon look of glamour. (In Good housekeeping, Sept. 1959, p.46) Appl. author: Monroe F. Dreher, Inc. © 21Aug59; KK148816.

AVON COSMETICS.-Con.

- Avon's cream sachet wraps you in fragrance. (In The Progressive Farmer, Mar. 1960, p.94) Appl. author: Monroe F. Dreher, Inc. © 15Feb60; KK151133.
- Avon's newest beauty fashion; blossom colors in iridescent lipstick. (In Good housekeeping, Feb. 1960, p.33) Appl. author: Monroe F. Dreher, Inc. © 19Jan60; KK151134.
- Avon's new Topaze fragrance jewel. (In Good housekeeping, Oct. 1959, p.33) Appl. author: Monroe F. Dreher, Inc. © 20Sep59; KK148815.
- The first thing a lady puts on, fragrance by Avon. (In Life, Feb. 15, 1960, p.2 of cover) Appl. author: Monroe F. Dreher, Inc. © 10Feb60; KK151129.
- Make-up with the Avon flair. (In Good housekeeping, Apr. 1960, p.16) Appl. author: Monroe F. Dreher, Inc. © 22Mar60; KK151135.
- Making up is more fun with Avon. (In Seventeen, Apr. 1960, p.63) Appl. author: Monroe F. Dreher, Inc. © 1Apr60; KK151131.
- A spring song on your lips; blossom colors. (In Seventeen, Feb. 1960, p.66) Appl. author: Monroe F. Dreher, Inc. © 1Feb60; KK151130.
- Women love these new Avon cosmetics and men enjoy good grooming with Avon. (In Life, Jan. 11, 1960, p.62-63) Appl. author: Monroe F. Dreher, Inc. © 6Jan60; KK151132.

AVON PRODUCTS, INC.

- Because he deserves the best, select Avon; good grooming products. (In Life, May 9, 1960, p.112) Appl. author: Monroe F. Dreher, Inc. © Avon Products, Inc., accepted alternative designation of Avon; 4May60; KK152162.

B

- BB. SEE Beebe Bros. Manufacturing Co.
- B.B. CO. SEE Ball Bros. Co.
- B.F.D. CORP. SEE Brown-Forman Distillers Corp.
- B.G.S. SHOE CORP. ©
Buskens. © 7Dec59; KK149467.
Honeybugs. © 21Sep59; KK149468.
- B. I. I. SEE Beckman Instruments, Inc.
- BMC. SEE Badger Manufacturing Co.
- B.T. CO. SEE Bankers Trust Co., New York.
- BABSON BROS. CO. ©
Designed to give money making milking; Surge milker. (In Hoard's dairyman, Feb. 10, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Feb60; KK151056.
- For bucket milking; for pipe line milking. Surge ahead of the field. (In Hoard's dairyman, May 25, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25May60; KK151429.
- Free book, send for your copy today; about a better place to do a better job of cow milking. Surge picture window parlor. (In Hoard's dairyman, Mar. 25, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Mar60; KK151069.
- Get a Surge vacuum survey free; pump. (In Hoard's dairyman, Jan. 25, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Jan60; KK151058.

Good cow milking in 18 words; Surge. (In Michigan Association Sanitarians, Dec. 30, 1959, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 31Dec59; KK150112.

It all begins here for good cow milking; Surge picture window parlor. (In Hoard's dairyman, Feb. 10, 1960, p.137-140) Appl. author: Bert S. Gittins Advertising, Inc. © 10Feb60; KK151055.

New Surge vacuum gauge recalibrated to suit your installation. (In Hoard's dairyman, Apr. 25, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Apr60; KK151070.

Since the first calf milked the first cow, good cow milking has required three steps; Surge. (In Hoard's dairyman, May 10, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10May60; KK151428.

The Surge bucket stays on top; milker. (In Hoard's dairyman, Mar. 10, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Mar60; KK151057.

This Surge milker led them all. (In Hoard's dairyman, Jan. 10, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 1Jan60; KK148455.

BAC-A-BRAND PRODUCTS, INC. ©

Wrinkle free covered buttons. Style no.330; size 30. 5 buttons. © 1Mar60; KK149851.

BADGER MANUFACTURING CO. ©

How to sleuth out the truth about expansion joints; S-R expansion joints. (In Mechanical engineering, May 1960, p.21) © 1May60; KK151209.

BAKER, FRED.

The direction you give your practice is important to you and your community. SEE Rocky Mountain Metal Products Co.

BAKER, GEORGE M. ©

Here's how you can put more impact into your race track advertising and promotion. © 2Jan60; KK148210.

BAKERY MACHINERY DIVISION, AMERICAN MACHINE & FOUNDRY CO. SEE American Machine & Foundry Co. Bakery Machinery Division.

BALE PIN CO. ©

Award and membership pins for science fairs and science clubs. No.2685Q27 & other items. NM: additions. © 6Feb60; KK149544.

Dramatics club pins. No.406G18 pin and guard [& other items] NM: additions. © 6Feb60; KK148872.

Membership pins increase student participation in all language clubs. No.2052B pin and guard [& other items] NM: additions. © 29Dec59; KK148262.

Membership pins increase student participation in all school music groups. No.1451G19 pin and guard [& other items] NM: additions. © 24Feb60; KK149669.

Membership pins will increase student participation in your library club. No.1743G27 pin and guard [& other items] NM: additions. © 6Feb60; KK148871.

Order early; class pins. No.884B pin and guard set [& other items] NM: additions. © 17Feb60; KK149670.

Student council president. Student council membership pins are treasured symbols. No.1180G pin and guard [& other items] NM: additions. © 21Jan60; KK148328.

BALL BROS. CO. ©

Achievement. Mason jar. (In Forecast for home economists, May 1960, p.3 of cover) Appl. author: Applegate Advertising Agency, Inc. © 17Apr60; KK151506.

But, mother, we don't need paraffin, Ball dome lids seal better. (In The American girl, June 1960, p.4) Appl. author: Applegate Advertising Agency, Inc. © 25May60; KK151727.

Fashion to make jelly in; Doris Dodson cotton block print dress. Mason dome lids. (In Seventeen, June 1960, p.106) Appl. author: Applegate Advertising Agency, Inc. © 1Jun60; KK151658.

Here's 10¢ to show you why home canners prefer Ball dome lids. (In The Progressive Farmer, May 1960, p.95) Appl. author: Applegate Advertising Agency, Inc. © 30Apr60; KK150942.

Who, us? A home canning supply center? Endorsed by Bob Gordon. (In IGA grocerygram, Apr. 1960, p.23) Appl. author: Applegate Advertising Agency, Inc. © 1Apr60; KK151143.

With Ball, even the cases give you more net profit. Mason jars; dome lids. (In The Clover farm bee, Apr. 1960, p.7) Appl. author: Applegate Advertising Agency, Inc. © 1Apr60; KK150446.

You sell big 3 ways with Ball can or freez jars. (In International super marketing, May 1960, p.4 of cover) Appl. author: Applegate Advertising Agency, Inc. © 5May60; KK151728.

BALLENTINE (P.) & SONS; ©

Only Ballantine ale brews brewer's gold into genuine golden ale flavor. (In Life, Sept. 2, 1957, p.3 of cover) © 2Sep57; KK148994.

BALSAM CIGARETTES. ©

Filtrated and infiltrated whiff 'o the woods, by Don Dickerman. © 5Jan60; KK148201.

BANK MOTORS, INC. ©

Year end sale; reposessions. (In Newark evening news, Dec. 16, 1959, p.48) © 16Dec59; KK148368.

BANKERS TRUST CO., NEW YORK.

Save time for fun; checking accounts. Brooklyn Botanic Garden. Appl. author: Rose-Martin, Inc. © Bankers Trust Co.; 1Jun60; KK151879.

BARKLEY COMIC ART.

Barkley the pooch writing paper. 20 sheets of writing paper; 20 envelopes. © Norman A. Tasler d.b.a. Barclay Comic Art (in notice: Barkley Comic Art); 19Apr60; KK150644.

BARNES-HIND OPHTHALMIC PRODUCTS, INC. ©

Contact lens care and wetting procedures. © 31Apr60; KK150954.

BARRICINI, INC. ©

Children's Seder. 5 ounces net. © 1Mar60; KK150022.
Why is this night different? Questions 1-4. © 1Mar60; KK150291-150288.

BARTON DISTILLING CO. ©

What, mix whiskey with fruit juice? Yes, mix today's Kentucky Gentleman and take a taste of instant pleasure. (In White Plains reporter dispatch, May 20, 1960, p.31) Appl. author: Gerald H. Keller. © 20May60; KK151303.

BARTON'S CANDY CORP. ©

Trim-a-tree chocolate ornaments. (Trim-a-tree Christmas ornaments) Bonbonniere. 15/16 oz. net. © 15Dec59; KK148249.

Weekend assortment; bonbonniere.
One pound net. © 25Apr60;
KK150707.

BARTZ, JOHN PAUL. ©

Barco Lesfat sugar; the new patented
less fattening and lower caloric
sugar. Net wt. 100 lbs. Appl.
states prev. pub. 11Jan57, KK123488
& 14Feb57, KK123489. NM: revision.
© 29Dec59; KK148377.

Firsts in citrus; Barco LesFat Dri-
Orang-Juce. Net weight 100 lbs.
NM: revision & additions.
© 1Mar60; KK151172.

BAYSHORE INDUSTRIES, INC. ©

Official bicycle polo set. Appl. au-
thor: Lavenson Bureau of Advertising.
© 26Oct59; KK148095.

BEACON CO. ©

New horizons; science unfolds new marvel
for long floor shine. Wax.
© 12Jan60; KK148195.

BEAR MANUFACTURING CO. ©

Fleet experience with balancing;
special report for fleet operators.
Appl. author: Hanson & Stevens, Inc.
© 11Mar60; KK150305.

Get more for your money with nation-
ally advertised Bear four star wheel
balance weights. Appl. author:
Hanson & Stevens, Inc. © 14Dec59;
KK150572.

Get precision line-up and wheel
balancing; look for the Bear sign.
(In The Saturday evening post,
May 7, 1960, p.133) Appl. author:
Hanson & Stevens, Inc. © 4May60;
KK151377.

Track proven for the 26th year at the
most exacting testing ground for
precision balancing and alinement
equipment. (In Southern automotive
journal, June 1959, p.141) Appl.
author: Hanson & Stevens, Inc.
© 6Jun59; KK150304.

BEATRICE FOODS CO. ©

Meadow Gold; the 6 vitamin milk.
© 1Mar59; KK148382.

99% fat free; Meadow Gold skim milk.
© 1Mar59; KK148383.

BECKER, FRANK P. ©

Kroydon cruiser. 12 cruiser golf balls
plus one free bonus ball. © 15Sep59;
KK148991.

BECKMAN INSTRUMENTS, INC. ©

Baby's first breath had better be a
good one. (In Fortune, Feb. 1960,
p.157) © 1Feb60; KK149119.

Basic as bread is the role of elec-
tronic instrumentation in human
progress. (In Fortune, June 1960,
p.5) © 1Jun60; KK151709.

Behold the gated oscillator. (In
Scientific American, Apr. 1960,
p.93) © 1Apr60; KK150407.

Keeping up with the Joneses is not
enough. (In Fortune, Jan. 1960,
p.52) © 29Dec59; KK149541.

Making the incredible commonplace is
our job. (In Scientific American,
Mar. 1960, p.13) © 1Mar60;
KK149610.

The man in the moon wears a western
hat. (In The Los Angeles examiner,
Jan. 2, 1960, p.50) © 2Jan60;
KK148189.

Not since the year One, there's been
no change in the scientific method.
(In Scientific American, May 1960,
p.9) © 1May60; KK151118.

When performance takes priority,
specify Fitgo. Amplifier.
© Beckman, accepted alternative
designation for Beckman Instruments,
Inc.; 4Dec59; KK149588.

BEEBE BROS. MANUFACTURING CO. ©

Latest addition to the famous Beebe
Bros. line of quality hoists; new,
Beebe ratchet-hoists. © 5Feb60;
KK151594.

Latest addition to the famous Beebe
Bros. line of quality hoists;
ratchet-hoists. © 5Feb60; KK151827.

BENEFICIAL FINANCE CO. ©

Cash? Just say the word. King &
queen cartoon. (In Daily leader-
times, Kittanning, Pa., Mar. 3,
1960, p.10) © 3Mar60; KK150393.

Cash? Just say the word. Pipe
cartoon. (In Daily leader-times,
Kittanning, Pa., Mar. 2, 1960,
p.8) © 2Mar60; KK150394.

Cash? Just say the word. Umbrella
cartoon. (In Richmond times-
dispatch, Jan. 4, 1960, p.14)
© 4Jan60; KK148650.

BENFIELD, JOHN D. ©

Instructions for making conduit bends
that fit with Steelduct-Benfield
benders. Appl. states prev. reg.
KK135632. NM: additions. © 30Dec59;
KK149093.

BENGUE, INC. ©

How Ben-Gay brings you quick relief
from muscular and rheumatic pain
and the misery of colds. © 15Jan60
(in notice: 1959); KK148587.

New, greaseless and stainless children's
Ben-Gay; now brings ... quick relief
from cold miseries. © 15Jan60 (in
notice: 1959); KK148914.

New, greaseless, stainless Ben-Gay.
© 15Jan60; KK148586.

BERNARD, JOHN.

How to create color excitement with
Clairol's new chiffon creme toners.
SEE Clairol, Inc.

BERRY, CHARLES H. SEE Foamy Glass Cleaner Co.

BEST (W. G.) HOMES. ©

Quality. Tips that may be helpful in
the selection and development of your
home. Appl. author: Carlson & Co.,
Inc. © 1Sep59; KK151189.

BEST & CO., INC. ©

Are you the woman in our picture?
(In The New York times, Mar. 27,
1960, p.7) © 27Mar60; KK149970.

Are you the woman who sets a fashion
standard? (In The New York times,
Apr. 10, 1960, p.7) © 10Apr60;
KK150356.

Are you the woman who's going places?
(In The New York times, Apr. 24,
1960, p.7) © 24Apr60; KK151039.

Are you the woman with a flair for
fun? (In The New York Times,
May 8, 1960, p.7) © 8May60;
KK151020.

BETTER PACKAGES, INC. ©

Oiling chart to get the most from your
Better Pack 555 feather-touch elec-
tric. Appl. author: G. L. Ryder.
© 13May60; KK151232.

BETTMANN ARCHIVE. ©

Looking for symbols? Appl. author:
Otto L. Bettmann. © 15Dec59;
KK148380.

BEVERLEE'S SATIN STAIN, INC. ©

Satin Stain kit; a professional wood
finish for amateurs. Appl. author:
Clifford H. Davis. © 14Jan60;
KK148533.

BILLINGSLEY, L. B. ©

Burger House. © 18Jan60 (in notice:
1959); KK149308.

BIRKENSHAW, FRANK. SEE Diroxo Co.

BISHOP (E. C.) & SON, INC. ©

Custom fitting chart. Gunstocks.
© 26Oct59; KK149087.

BLICKMAN (S.) INC. ©

Blickman-built hot tea urn ... featuring
the exclusive Tri-Saver tea filter.
(Form no.5545-2M-460-AA) Appl. au-
thor: Benjamin L. Becker. © 29Apr60;
KK152154.

Blickman-built iced tea urn. (Form
5546-2M-460-AA) Appl. author:
Benjamin L. Becker. © 29Apr60;
KK152155.

For brisk, full-strength hot tea;
square, low hot tea urn with ex-
clusive Tri-Saver tea filter. (Form
no.5544-2M-460-AA) Appl. author:
Benjamin L. Becker. © 29Apr60;
KK152153.

Low height, low price, new Blickman
square, low twin urns, non-jacketed,
with Tri-Saver filter. (Form no.
5543-8M-460-AA) Appl. author:
Benjamin L. Becker. © 29Apr60;
KK152156.

The Tri-Saver coffee system. (Form
no.5407-A-10M-4-59) Appl. author:
Benjamin L. Becker. © 29Apr60;
KK152152.

BLISTEX, INC. ©

Antibiotic lip balm. New, easy to
use twist type plastic case.
© 17Dec57; KK150616.

Antibiotic lip balm. New, plastic
swivel case. © 17Dec57; KK150615.

BLOOM (ROY M.) INC. ©

The marine industry did over three.
billion dollars in sales last year;
Flite Fish sailboat. © 1Aug59;
KK150088.

Now everyone can sail a boat; Flite
Fish. Aqua-Jet, 6 boats in 1.
© 1Aug59; KK150089.

BLOOMER BROS. CO. ©

America's prestige dessert, ice cream.
Design no.1006. One half gallon
liquid. © 18Jan60; KK149348.

Bodker ice cream; vanilla. Design
no.763. One half gallon liquid.
© 24Dec59; KK148181.

Clemens Markets; grade A medium eggs.
Design no.286. One dozen. © 17Feb59;
KK149443.

Design no.103. Egg carton. One
dozen. © 24Mar60; KK151116.

Design no.2008. One half gallon
liquid. © 22Feb60; KK149347.

Eggs. Design no.106. © 17Feb60;
KK149444.

Eggs. Design no.107. One dozen.
© 25Nov59; KK149328.

Eggs. Design no.112. One dozen.
© 2Feb60; KK149357.

Eggs. Design no.117. One dozen.
© 8Mar60; KK151306.

Eggs. Design no.120. One dozen.
© 1Dec59; KK149356.

Eggs; Tulsa's best grade A medium.
Permit no.44. Design no.115.

One dozen. © 22Feb60; KK149442.
Elsie brand cherry tart ice cream.
Design no.356. Net contents one-
half gallon liquid. © 28Jan60;
KK149345.

Foremost berried treasure ice cream.
Design no.352. One half gallon.
© 4Mar60; KK149594.

Great Lakes neapolitan ice cream.
Design no.783. One half gallon
liquid. © 18Feb60; KK149336.

Ice cream; chocolate marshmallow.
Design no.353. One half gallon
liquid. © 13Oct59; KK149346.

Ice cream. Design no.808. One quart
liquid. © 21Apr60; KK150724.

BLOOMER BROS. CO.-Con.

Meadow Gold peach ice cream. Design no.355. One-half gallon liquid. © 14Mar60; KK151480.

New York State; eggs. Design no.285. One dozen. © 20Apr60; KK150723.

Norwood's 3 dozen eggs. Design no.495. © 11Mar60; KK149600.

Pennsylvania grade medium; eggs. Design no.292. One dozen. © 18Jun58; KK149329.

The Royart Farms, Elk Rapids, Mich., grade A, large, one dozen eggs. Design no.284. © 10Nov58; KK149441.

Webster home made ice cream. Design no.2009. One-half gallon liquid. © 24May60; KK151474.

BLOSSOM CO.

Fitted crib sheet. © Chicopee Mills, Inc. d.b.a. Blossom Co.; 10Oct59; KK150620.

BLUE CIRCLE TELEPHONE ANSWERING SERVICE.

Which of these items has the greatest influence on your business? © Blue Circle Telephone Answering Service, accepted alternative designation of the Suburban Classified Directory Corp.; 29May60; KK151917.

BLUFF CREEK CANNING CO.

Huck Finn dog food. Net wt. 5 1/2 ozs. © Bluff Creek Canning Co., a subsidiary of John Morrell & Co.; 22Nov59; KK148509.

BODINE, EDWARD H. SEE Enurtone Co.**BOGENE, INC. ©**

Shoe-tainer, new see-thru shoe storage chest. © 11Feb60; KK149005.

BOLD BAKING CO. ©

Dutch Pride twin bread. © 23Nov59; KK148338.

BOLIND, INC. ©

Useful gifts, gay and practical, from Bruce Bolind; labels. Correspondence kit & other gifts. © 25Mar60; KK152044.

BOLS (ERVEN LUCAS) DISTILLING CO. ©

Meet the new exclusive Bols host size bottle; liqueurs. (In Gourmet, Feb. 1960, p.2 of cover) Appl. author: Albert Woodley Co., Inc. © 1Feb60; KK150153.

BOLT LABORATORIES. ©

Hebol for relief of sore feet. 4 fluid ounces. © 23Mar60; KK150302.

BOMAC LABORATORIES, INC. ©

George at the Forge. Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.17) (In The Microwave journal, Dec. 1959, p.3 of cover) © 15Dec59; KK149261.

The landing of the Puritans. Today, Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.15) (In The Microwave journal, Sept. 1959, p.3 of cover) © 15Sep59; KK149278.

Radar and revolution. Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.18) (In The Microwave journal, Feb. 1960, p.3 of cover) © 15Feb60; KK150004.

Shaggy fish story. Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.16) (In The Microwave journal, Nov. 1959, p.3 of cover) © 15Nov59; KK149266.

BON AMI CO., INC. ©

Free 15 day trip to Paris, Rome, London, Monaco. (In Chain store age, Aug. 1957, p.79) © 1Aug57; KK149166.

BOND & BACON ASSOCIATES. ©

A journey into the light; a beautiful book to give or to receive. Appl. author: Mr. E. C. Bacon. © 8Dec59; KK148724.

BORDEN (JOHN) ADVERTISING AGENCY. ©

Twin City Contact Lens Center. Appl. author: John Borden. © 19Apr60; KK150928.

BORDEN CO. ©

Borden's very big on flavor; cherry tart ice cream. (In The Saturday evening post, Feb. 6, 1960, p.84) © 2Feb60; KK150117.

Borden's very big on flavor; half and half. (In Ladies' home journal, May 1960, p.189) © 28Apr60; KK152228.

Borden's very big on flavor; vegetable salad cottage cheese. © 25Feb60; KK150115.

Elmer: Alright, who drank my still life. Homogenized milk. (In Good housekeeping, Apr. 1960, p.2 of cover) © 22Mar60; KK150116.

Elsie brand 6 ice cream bars. 1 1/2 fl. oz. each. © 28Dec59 (in notice: 1958); KK149866.

Elsie: Elmer, you put that milk right back in the refrigerator. Homogenized. (In McCall's, June 1960, p.173) © 24May60; KK152229.

Extra-good because it's made with extra cream; Lady Borden vanilla chocolate fudge. Ice cream. (In Life, Sept. 2 1957, p.109) © 29Aug57; KK148729.

Flavor flakes, instant whipped potatoes; Borden's very big on flavor. (In Life, Jan. 25, 1960, p.41) © 21Jan60; KK152271.

Methakote pediatric creme. 3 ounces avoird. © 25Aug59; KK150114.

Natural flavor; new, instant malted milk. One pound. © 3Feb60; KK150118.

Peach blossom ice cream; Borden's very big on flavor. (In Ladies' home journal, June 1960, p.124) © 31May60; KK152227.

You did it and we thank you. You made the name-the-twins promotion, the biggest contest, says Elsie, the Borden cow. (In Food topics, Aug. 5, 1957, p.8) © 1Aug57; KK148143.

BOTANY MILLS, INC. ©

Finally, a wash-and-wear suit that actually improves your appearance; 500 Capt. Wash. (In Esquire, June 1957, p.145) Appl. author: North Advertising, Inc. © 9May57; KK149847.

BOURBON INSTITUTE. ©

A dream frozen in a goblet; the mint julep never melts in the goblet, only in your heart. (In The New York times, May 23, 1960, p.60) Appl. author: McCann-Erickson, Inc. © 23May60; KK151906.

Now, it's the bourbon party. (In The New York times, Apr. 22, 1960, p.32) Appl. author: McCann-Erickson, Inc. © 22Apr60; KK151147.

To Italy with love. (In The New York times, Jan. 15, 1960, p.11) Appl. author: McCann-Erickson, Inc. © 15Jan60; KK148374.

BOURNS, INC. ©

Model 3250 Triplot sub-miniature, humidity-proof wirewound potentiometer. June 1960. (Bulletin no. 3250/F/O) © 17Jun60; KK152075.

BOWMAN BISCUIT CO., division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

BOY SCOUTS OF AMERICA. ©

Official Boy Scout miner's tent; lightweight, water-repellent. Appl. author: John T. Thorpe. © 22Dec59; KK149037.

BOYER BROS., INC. ©

Variety box; 7 favorites. Two pounds net. © 8Jan60; KK149089.

BOYLE-MIDWAY.

Enter the \$75,000.00 work is for the birds sweepstakes. Easy-Off oven cleaner & 5 other products. (In Life, Apr. 18, 1960, p.84-85) Appl. author: J. Walter Thompson Co. © Boyle-Midway, division of American Home Products Corp.; 15Apr60; KK151435.

BRABROOK (A. N.) INC. ©

Anchor tub treads, non-slip shower and bathtub safety strips. © 30Mar60; KK151074.

BRADFUTE CORP. ©

11 weeks of fun and excitement; you may be a winner; Lucky Eleven game. Stop & Shop super markets. (Game no.1) (In The Providence journal, Mar. 17, 1960, p.13) © 17Mar60; KK150736.

Here's how to play; play Jewel's new Target game. Game no.1. (In Herald news, Joliet, Ill., Jan. 14, 1960, p.17) © 14Jan60 (in notice: 1959); KK149343.

Play Circle 5; look, here's your exciting first Circle 5 game. Purity. (In The Fresno bee, June 8, 1960, p.4-B--5-B) © 8Jun60; KK152032.

Play Jewel Food Stores Target. © 30Dec59; KK150364.

BRADLEY (MILTON) CO. ©

Acme Checkout game, the exciting new super-market shopping game; for ages 7 to adult. 4840. © 27Jun59; KK149605.

Try-it, it can be done; work marble down thru maze from start to out. No.4925. © 17Jan59; KK148219.

BRADSTREETER & BRADSTREETER.

Harmone, testosterone after shave skin lotion. Mr. Bradstreeter. 3 ounce size. © Pearl L. Schluttig t.a. Bradstreeter & Bradstreeter; 27Nov59; KK148220.

BREATH-O'-LIFE OXYGEN, INC. ©

Some of the abc's of oxygen administration. Appl. author: Isidor M. Jacobs. © 12Dec59; KK148041.

BRECK (JOHN H.) INC. ©

Banish dandruff; beautiful hair. Girl brushing hair. (In The Reader's digest, Apr. 1960, p.289) © 11Mar60; KK150072.

Banish dandruff; beautiful hair; shampoo. Girl brushing hair. (In The Reader's digest, May 1960, p.299) © 22Apr60; KK151491.

Banish dandruff; shampoo. Girl brushing hair. (In The Reader's digest, Mar. 1960, p.21) © 16Feb60; KK149556.

Beautiful hair; Breckset styling lotion. Contents 1 pint. © 19Jan60; KK149111.

Beautiful hair; Breckset, styling lotion. Contents 16 oz. © 1May60; KK151553.

Beautiful hair; children shampoo. © 10Nov59; KK148039.

Beautiful hair; combination offer of hair set mist with Breck shampoo. Jewelled mirror. (In Ladies' home journal, Apr. 1960, p.33) © 21Mar60; KK150073.

Beautiful hair; Stroke & Color, new temporary hair color pad. Net weight 1/3 oz. © 27Aug59; KK148132.

Beautiful hair; Stroke & Color. One complete color application. © 19Feb60 (in notice: 1959); KK149689.

Beautiful hair; Stroke & Color. 12 complete color applications. © 19Feb60; KK149690.

Beautiful hair; there are three Breck shampoos. Carol Toby & 3 4-ounce shampoos. (In The Ladies' home journal, Mar. 1960, p.149) © 23Feb60; KK149123.

Beautiful hair; there are three Breck shampoos. Jane Doe & 3 shampoos. (In Ladies' home journal, Feb. 1960, p.3 of cover) © 21Jan60; KK148762.

Beautiful hair; there are three Breck shampoos. Julie Gosselin & 3 8-oz. shampoos. (In Ladies' home journal, May 1960, p.122) © 18Apr60; KK150945.

Freedom from dandruff; beautiful hair. Banish. Charlene Hargrove brushing hair. (In Ladies' home journal, Jan. 1960, p.3 of cover) © 23Dec59; KK148134.

Hair set mist; beautiful hair. (In Vogue, Mar. 15, 1960, p.4 of cover) © 11Mar60; KK150071.

Hair set mist; beautiful hair. Suzanne Houle. (In Ladies' home journal, June 1960, p.4 of cover) © 19May60; KK151492.

BRIAN-LLOYD CO., INC. ©

Men: Don't dye your gray hair like a woman's. Groom in youthful masculine color; ColorGroom. (In National enquirer, Apr. 24-30, 1960, p.21) Appl. author: H. C. Schlosberg. © 24Apr60; KK151582.

BRIDGEPORT BRASS CO. ©

America's new low-cost luxury-necessity; H-D Multi-Port. Aluminum-roof patio cover and carport. (Form no.6414) © 27May60; KK151676.

The awnings you've seen on NBC TV; Flexalum aluminum awnings now with a bonded 5 year guarantee. Jack Paar & Dave Garroway. (Form no.2655) © 11Apr60; KK150720.

Fashion says, everything looks better in stripes. Flexalum Twi-Nighter venetians. Form no.422-1. © 11Jan60; KK148462.

Flexalum aluminum awnings in color schemes you design. (Form no. 2435-1) © 1Jun60; KK151496.

Flexalum woven aluminum; beautifully practical, too. Form no.7743. © 1Feb60; KK148990.

Great port in a storm; H-D Multi-Port, the new aluminum shelter. (Form no.6410-1) © 15May60; KK151675.

BRIDGEPORT BRASS CO. HUNTER DOUGLAS DIVISION. ©

Flexalum aluminum awning 5 year bonded guarantee. Form 2756. © 11Jan60; KK148544.

Flexalum fence lattice beautifies chain link fence, gives new privacy and protection. (Form no.8412-1) © Bridgeport Brass Co. (in notice: Bridgeport Brass Co., Hunter Douglas Division); 4Apr60; KK150719.

BROOKHAVEN DEVELOPMENT, INC. ©

Sports at your own front door, when you live in Brookhaven; Brookhaven Club Estates. (In The Dallas morning news, Oct. 4, 1959, section 3, p.24) © 4Oct59; KK149164.

BROOKS, WALTER.

What's the truth about reducing products. SEE Campana Corp.

BROWN, ANADEL S. SEE Fruzola Co.

BROWN (ED) INC. ©

The wash pot mystery card with a prize under each pot. © 31Mar60; KK151086.

BROWN (JOHN CLARK) INC. ©

Chef tongs; 7 inch length. (Kenberry product, no.182) © 16Nov59; KK148950.

Cookie and pastry tool. (Kenberry product, no.79) © 21Dec59; KK148947.

Duz-All razor blade, scraper & knife. (Kenberry product, no.64) © 12Oct59; KK148951.

Hostess wire slicer for cheese, butter. (Kenberry product, no.69) © 3Jan60; KK148949.

Skewers. No.130-10"; 134-12". (Kenberry product) © 15Feb60; KK151347.

Spee-Dee chopper and garnishing tool. (Kenberry product, no.72) © 4Apr60; KK151346.

Spee-Dee strawberry huller, pinfeather picker. (Kenberry product, no.77) © 25Apr60; KK151348.

Thermo-Kook aluminum potato bake rods. (Kenberry product, no.133) © 16Nov59; KK148948.

BROWN, ROBERT W.

Port of call. SEE Seeman (James) Studios, Inc.

BROWN & WILLIAMSON TOBACCO CORP. ©

The bite of the steel snake. Viceroy. (In Buffalo courier-express, Mar. 13, 1960, comics) Appl. author: Ted Bates & Co., Inc. © 13Mar60; KK150199.

Do you think for yourself? Buzz this quiz and see where you land? Viceroy. (In The Cougar, University of Houston, Nov. 6, 1959, p.11) Appl. author: Ted Bates & Co., Inc. © 6Nov59; KK149221.

Do you think for yourself? Dial in these questions and see if you're in focus. Viceroy. (In The Cougar, University of Houston, Jan. 14, 1960, p.11) Appl. author: Ted Bates & Co., Inc. © 14Jan60; KK149220.

Do you think for yourself? Dig this quiz and see if you strike pay dirt. Viceroy. (In The Denver clarion, University of Denver, Feb. 9, 1960, p.5) Appl. author: Ted Bates & Co., Inc. © 9Feb60; KK150204.

Do you think for yourself? Dig this quiz and see where you rate. Viceroy. (In Arka tech, Russellville, Ark., Apr. 7, 1960, p.5) Appl. author: Ted Bates & Co., Inc. © 7Apr60; KK151158.

Do you think for yourself? Take a crack at these questions and see if you connect. Viceroy. (In The Denver clarion, University of Denver, Feb. 2, 1960, p.6) Appl. author: Ted Bates & Co., Inc. © 2Feb60; KK150205.

Do you think for yourself? Throw these questions into the pot and see what cooks. Viceroy. (In Ball State news, Ball State Teachers College, Oct. 17, 1959, p.8) Appl. author: Ted Bates & Co., Inc. © 17Oct59; KK148251.

Do you think for yourself? Viceroy. (In College times, Los Angeles State College, Nov. 6, 1959, p.5) Appl. author: Ted Bates & Co., Inc. © 6Nov59; KK148174.

How to take care of your pipe. Sir Walter Raleigh smoking tobacco. © 17Jun59; KK148259.

Just released for Viceroy cigarettes, the greatest jazz album in years; campus jazz festival. Appl. author: Ted Bates & Co., Inc. © 12Nov59; KK147966.

Kool Krossword, no.1. (In Arkansas traveler, University of Arkansas, Jan. 8, 1960, p.2) Appl. author: Ted Bates & Co., Inc. © 8Jan60; KK149268.

Kool Krossword, no.2. (In The Michigan daily, Ann Arbor, Jan. 5, 1960, p.2) Appl. author: Ted Bates & Co., Inc. © 5Jan60; KK150203.

Kool Krossword, no.3. (In Denver clarion, University of Denver, Oct. 2, 1959, p.5) Appl. author: Ted Bates & Co., Inc. © 2Oct59; KK148171.

Kool Krossword, no.3. (In Yale daily news, New Haven, Jan. 19, 1960, p.6) Appl. author: Ted Bates & Co., Inc. © 19Jan60; KK151066.

Kool Krossword, no.4. (In The Red & black, University of Georgia, Jan. 28, 1960, p.8) Appl. author: Ted Bates & Co., Inc. © 28Jan60; KK150578.

Kool Krossword, no.5. (In The Red & black, University of Georgia, Feb. 4, 1960, p.8) Appl. author: Ted Bates & Co., Inc. © 4Feb60; KK150580.

Kool Krossword, no.6. (In The Red & black, University of Georgia, Feb. 11, 1960, p.8) Appl. author: Ted Bates & Co., Inc. © 11Feb60; KK150579.

Kool Krossword, no.7. (In The Daily Californian, University of California, Oct. 29, 1959, p.5) Appl. author: Ted Bates & Co., Inc. © 29Oct59; KK148173.

Kool Krossword, no.9. (In Florida alligator, University of Florida, Mar. 25, 1960, p.3) Appl. author: Ted Bates & Co., Inc. © 25Mar60; KK151157.

Kool Krossword, no.9. (In State press, Arizona State College, Nov. 13, 1959) Appl. author: Ted Bates & Co., Inc. © 13Nov59; KK148250.

Kool Krossword, no.10. (In Indiana daily student, Indiana University, Nov. 18, 1959, p.2) Appl. author: Ted Bates & Co., Inc. © 18Nov59; KK148172.

Kool Krossword, no.12. (In Yale daily news, Yale University, Dec. 11, 1959, p.4) Appl. author: Ted Bates & Co., Inc. © 11Dec59; KK148366.

The man who thinks for himself knows only Viceroy has a thinking man's filter. Endorsed by radio sales director J. Walter Carroll. (In Ebony, Feb. 1960, p.113) Appl. author: Ted Bates & Co., Inc. © 26Jan60; KK150201.

The man who thinks for himself knows only Viceroy has a thinking man's filter. Endorsed by transit attorney Baron H. Martin. (In Ebony, Apr. 1960, p.8) Appl. author: Ted Bates & Co., Inc. © 21Mar60; KK150202.

New filter cigarette ratings on file with U.S. government. Life. (In Schenectady gazette, Dec. 7, 1959, p.10) Appl. author: Ted Bates & Co., Inc. © 7Dec59; KK149269.

Now, you don't have to change to a filter for a mild smoke; Kentucky Kings. (In Dallas times herald, Apr. 18, 1960, p.6) Appl. author: Ted Bates & Co., Inc. © 18Apr60; KK151067.

Pinwheel take-off. Viceroy. (In Rochester democrat & chronicle, Feb. 21, 1960, comics, p.3) Appl. author: Ted Bates & Co., Inc. © 21Feb60; KK150200.

Quick-thinking trucker nabs bank robbers. Viceroy. (In Baltimore sun, Mar. 27, 1960, comics) Appl. author: Ted Bates & Co., Inc. © 27Mar60; KK151155.

Runaway raft. Viceroy. (In The Boston Sunday globe, Oct. 11, 1959) Appl. author: Ted Bates & Co., Inc. © 11Oct59; KK148364.

BROWN & WILLIAMSON TOBACCO CORP.-Con.

Sensational record bargain, get campus jazz festival. Viceroy. (In The Leader, Fredonia, N.Y., Feb. 23, 1960, p.4) Appl. author: Ted Bates & Co., Inc. © 23Feb60; KK150198.

The talking walls of Chichen Itza. Viceroy. (In Constitution & Journal, Atlanta, Dec. 13, 1959) Appl. author: Ted Bates & Co., Inc. © 13Dec59; KK148365.

Trigger for an avalanche. Viceroy. (In Indianapolis star, Nov. 22, 1959) Appl. author: Ted Bates & Co., Inc. © 22Nov59; KK148253.

BROWN ARTS CO. ©

The stork left us a little son; birth announcements. Appl. author: Harold W. Brown. © 15Dec58; KK148923.

BROWN-FORMAN DISTILLERS CORP. ©

As in 1870, as in 1942, as in 1960, there is nothing better in the market; Old Forester. Bourbon. (In The Courier-Journal, Louisville, Jan. 1, 1960, section 3, p.2) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Jan60; KK150558.

At gracious Gulfstream, famous bonded Old Forester is part of the better way of life. (In Gulfstream Polo Club 1960 program, p.3) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 6Mar60; KK152141.

Brown-Forman predicts, you'll celebrate Christmas twice this year. Old Forester, Early Times & 12 other brands. (In Oklahoma beverage journal, Sept. 1959, p.26-27) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 15Sep59; KK150556.

Buy Old Forester before December 1st, save 10%; bourbon. (In Birmingham post-herald, Nov. 24, 1959, p.7) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 24Nov59; KK150555.

Enjoy rewarding flavor that's uniquely Old Forester. (In The Independent, Kansas City, Mo., Nov. 6, 1959, p.19) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 6Nov59; KK150554.

Famous bonded Old Forester in new 1959 decanter, always a sales leader; bourbon. (In Oklahoma beverage news, Dec. 1959, p.55) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 28Nov59; KK150552.

Give bottled in bond Old Forester in the new 1959 decanter; bourbon. (In San Francisco examiner, Nov. 4, 1959, section 2, p.5) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Nov59; KK150561.

The name's the same, the whisky's the same; now both popular proofs. Old Forester. (In The Independent, Kansas City, Jan. 16, 1960, p.20) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 16Jan60; KK152136.

The name's the same, the whisky's the same; now both popular proofs; Old Forester. (In Town & country, Feb. 1960, p.2 of cover) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Feb60; KK150560.

Now, enjoy famous Old Forester at 100 proof. (In The Wall Street Journal, May 25, 1960, p.20) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 25May60; KK152138.

Now, enjoy famous Old Forester at 100 proof and 86 proof, too. (In The Louisville times, May 4, 1960, section 2, p.11) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4May60; KK152137.

Now, enjoy famous Old Forester at two popular proofs. (In Daily news, New York, June 3, 1960, p.36) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 3Jun60; KK152139.

Now, famous Old Forester gives you two popular proofs, two premium profits; bourbon. (In Seaboard beverage journal, Feb. 1960, p.11) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Feb60; KK150559.

Now, Old Forester at 86 proof, too; bourbon. (In Los Angeles times, Jan. 22, 1960, p.12) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 22Jan60; KK150511.

Now, Old Forester at 86 proof, too; bourbon. (In The Washington news, Jan. 20, 1960, p.45) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 20Jan60; KK150510.

Now, same fine Old Forester at 86 proof, too; a new action builder for Michigan S.D.D.'s. (In Michigan beverage news, Mar. 14, 1960, p.8) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 14Mar60; KK152135.

Now, same fine Old Forester at 86 proof, too; bourbon. (In The Washington post, Sept. 11, 1959, p.616) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 11Sep59; KK150512.

Put the enjoyment of Old Forester into your holiday season; bourbon. (In Life, Dec. 14, 1959, p.70-71) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 10Dec59; KK150563.

Put the enjoyment of Old Forester into your holiday season; bourbon. (In Time, Nov. 9, 1959, p.56) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Nov59; KK150557.

This new King label means new richer flavor, 90 proof. (In Ohio tavern news, Oct. 13, 1959, p.14) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 13Oct59; KK150562.

Tyme; man of the year, circa 1910. Old Forester. (In Time, Apr. 18, 1960, p.32) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 18Apr60; KK152140.

Yes, the bottle looks different now, but your taste will recognize that same famous King flavor; blended whiskey. (In Daily record, Boston, Dec. 23, 1959, p.48) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 23Dec59; KK150553.

BROWN BERRY OVENS, INC. ©

Catherine Clark's almond, all butter Viennese coffee cake. Net wt. 11 ozs. Appl. author: John H. Kuony, Jr. © 25Apr60; KK151715.

Catherine Clark's authentic French croissants. 5 breakfast rolls. Appl. author: Ads, Inc. © 19Apr60; KK150628.

BRUCE (E. L.) CO. ©

Termite control specifications; Terminix. (Key G-15) Appl. author: Charles Rhew. © 2Jun60; KK151533.

Termite pretreating by Bruce Terminix. Appl. author: Charles Rhew. © 6May60; KK151063.

BRUSSE, MARTIN.

The direction you give your practice is important to you and your community. SEE Rocky Mountain Metal Products Co.

BRYTON CHEMICAL CO. ©

You're right at the top with Bryton, because Bryton is the producer of the world's most diversified line of oil-soluble sulfonates. (In Chemical week, Jan. 30, 1960, p.69) Appl. author: Benton & Bowles, Inc. © 30Jan60; KK150850.

You're right at the top with Bryton because Bryton produces the world's most diversified line of oil-soluble sulfonates. (In Chemical week, Mar. 26, 1960, p.32) Appl. author: Benton & Bowles, Inc. © 23Mar60; KK151105.

BULLARD (E. D.) CO. ©

Emergency: burns. A.B.T.; Neutralize. © 10Feb60; KK151322.

Ever test safety hats this way? Power-Bloc suspension. © 29Mar60; KK151317.

First aid for acid and alkali burns; Neutralize. © 6Apr60; KK151321.

Hardboiled fire helmets; more fires for your money. © 14Mar60; KK151319.

Impact protection; industrial safety equipment. © 15Feb60; KK151320.

Jerk this hoist hook; Tip-Lock safety hoist hook. © 5Jan60; KK151324.

Learn to recognize these poisonous plants; poison oak and poison ivy. Imuniv; Imunoak; Bullard's formula. © 28Mar60; KK151323.

Two way sanitizer and deodorant. Contents by weight 12 ounces. © 25Jan60; KK149127.

Use this page to test safety hats; Power-Bloc suspensions. © 1Mar60; KK151318.

BULOVA WATCH CO., INC. ©

The art of wearing a watch, chapter 2. (In Seventeen, Feb. 1960, p.9) Appl. author: McCann-Erickson, Inc. © 1Feb60; KK149618.

The art of wearing a watch, chapter 3. (In Seventeen, Mar. 1960, p.9) Appl. author: McCann-Erickson, Inc. © 1Mar60; KK149617.

The art of wearing a watch, chapter 4. (In Seventeen, May 1960, p.22) Appl. author: McCann-Erickson, Inc. © 2May60; KK151146.

Dazzling bracelet watches to dress up your wrist, too. (In The Saturday evening post, Apr. 9, 1960) Appl. author: McCann-Erickson, Inc. © 5Apr60; KK150369.

Deck her in diamonds because she's a dream. (In Ebony, May 1960, p.26) Appl. author: McCann-Erickson, Inc. © 15Apr60; KK151144.

For men of action, men who make every second count; self-winding watches. (In Ebony, June 1960, p.8) Appl. author: McCann-Erickson, Inc. © 13May60; KK152012.

4 ways to get a Bulova, for graduation or birthday. (In Seventeen, Apr. 1960, p.13) Appl. author: McCann-Erickson, Inc. © 1Apr60; KK150370.

4 years in the making; new 23-jewel Bulova President. (In Life, May 2, 1960) Appl. author: McCann-Erickson, Inc. © 28Apr60; KK151904.

Graduates deserve that Bulova difference. (In The Saturday evening post, May 21, 1960) Appl. author: McCann-Erickson, Inc. © 17May60; KK151905.

You find the girl, we have the watch. (In Life, Apr. 25, 1960) Appl. author: McCann-Erickson, Inc. © 21Apr60; KK151145.

BUNKIN PRINT. & PUB. CO. ©

Personalized Patty-Notes for school, home, office; bond writing paper. Six pads. Appl. author: Samuel H. Bunkin. © 4Jul59; KK150856.

BURBRIDGE, R. O. SEE Southwestern Stamp Works.

BURDEN, BILLY JUNIOR. SEE Esteem Associates. Musicard Co.

BUTTER-NUT FOODS CO. ©

35 million cups of Butter-Nut coffee have been enjoyed by the people of Oregon since March 1. (In Klamath Falls herald and news, May 5, 1960, p.5-B) Appl. author: D'Arcy Advertising Co. © 5May60; KK151230.

BUXTON, INC. ©

Buttons 'n bows are popping up all over this season; the Button Set and the Bow Set by Lady Buxton. (In Ladies' home journal, May 1960, p.36-37) Appl. author: Doyle Dane Bernbach, Inc. © 28Apr60; KK152097.

C

C & P PHONOPRODUCTS, INC.

The powerful new sales training program, 200 on Alfred. Appl. authors: E. Burt Close & Joseph A. Patenaude. © C & P Phonoproducts, Inc. (in notice: C & P Phonoproducts, Inc., a division of Close & Patenaude); 15Feb60; KK149494.

Take a tip from Alfred. Selling techniques. Chapters 1-6. Appl. authors: E. Burt Close & Joseph A. Patenaude. © C & P Phonoproducts, Inc. (in notice: Close & Patenaude) 15Feb60; KK149488-149493.

CBS FILMS, INC. TERRYTOONS. SEE Terrytoons.

C. C. CO. SEE Cohoes Carrybag Co., Inc.

C.D.K. CO. SEE Kaier (Charles D.) Co.

C. E. CO. SEE Commonwealth Edison Co.

C.F. INC. SEE Comstock Foods, Inc.

CL. SEE Calevas Laboratories.

CMP INDUSTRIES, INC. TICONIUM DIVISION. ©

Do you know what mucostatics is? Ticonium, dentistry's most fitting alloy. Appl. author: A. J. Griffin. © 1Nov59; KK149026.

What's new in dental prosthetics? Ticonium. Appl. author: A. J. Griffin. © 1Dec59; KK149028.

Why is Ticonium acclaimed dentistry's no.1 chrome-cobalt? Appl. author: A. J. Griffin. © 30Oct59; KK149027.

CPC. SEE Collins Products Co.

CRL. SEE Circle Research Laboratories, Inc.

CAL-DAK. PLAS-TEX CORP. SEE Plas-Tex Corp.

CAL-DAK CO. ©

Assembly instructions; contour high chair, model no.950. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 29Feb60; KK149609.

Dealer price list; housewares. Effective June 1, 1960. Appl. author: Zepha Bogert. © 31May60; KK151698.

Distributor price list; housewares. Effective June 1, 1960. Appl. author: Zepha Bogert. © 31May60; KK151697.

The exclusive tapered look of fine furniture. King-size fiberglass space-saver Roll-A-Rack set; item no.1150. Tray table sets & 5 other items. Appl. author: Zepha Bogert. © 15Apr60; KK151548.

The exclusive tapered look of fine furniture. King-size fiberglass space-saver Roll-A-Rack set; item no.1151. Tray table sets & 5 other items. Appl. author: Zepha Bogert. © 15Apr60; KK151549.

The exclusive tapered look of fine furniture. King-size space-saver Roll-A-Rack set; item no.1146. Tray table sets & 5 other items. Appl. author: Zepha Bogert. © 15Apr60; KK151550.

The exclusive tapered look of fine furniture. Queen-size space-saver tray table set; item no.1142. Tray table sets & 5 other items. Appl. author: Zepha Bogert. © 15Apr60; KK151547.

The exquisite tapered look of fine furniture exclusively in tray tables. King-size fiberglass space-saver Roll-A-Rack sets & other items. Appl. author: Zepha Bogert. © 1May60; KK150913.

Faucet-mounting hose reel, item no.220. Tray table sets [& 5 other items] Appl. author: Zepha Bogert. © 31Dec59; KK148583.

High chair, item no.950; bed rail, item no.960. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 1Feb60; KK148976.

Laundry carts; shopping carts; Ironing Caddys; laundry sorters. Item no. 60B & other items. Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 31Dec59; KK149090.

The perfect hostess accessory with handy, exclusive flip-open frame and space-saver rack; Marlite top snack sets. King size fiberglass space-saver Roll-A-Rack sets and tray tables. Appl. author: Zepha Bogert. NM: additions. © 20Dec59; KK148153.

Side-winder cart-type hose reel, item no.222. Tray table sets [& 5 other items] Appl. author: Zepha Bogert. © 31Dec59; KK148585.

Step-up laundry cart, item no.659. Tray table sets [& 5 other items] Appl. author: Zepha Bogert. © Cal-Dak, accepted alternative designation of Cal-Dak Co.; 31Dec59; KK149608.

Wall mounting hose reel, item no.221. Tray table sets [& 5 other items] Appl. author: Zepha Bogert. © 31Dec59; KK148584.

CAL-DAK CO. CRESTLINE INDUSTRIES. SEE Crestline Industries.

CALEVAS, GEORGE A. SEE Calevas Laboratories.

CALEVAS LABORATORIES.

Mr. Mixer, sweet 'n' sour, lemon cocktail mix. Net contents: 1 pint. © Calevas Laboratories, George A. Calevas, sole owner; 23Dec59; KK148208.

Perma-Fresh concentrate; lemon with fruit pulp. Net contents: 8 fluid ounces. © Calevas Laboratories, George A. Calevas, sole owner; 7Jun60; KK151640.

CALIFORNIA COUNCIL OF CIVIL ENGINEERS & LAND SURVEYORS. ©

Introducing P. Monte Marker. Monument markers. (In Daily Pacific builder, Apr. 22, 1960, p.3) Appl. author: Harold N. Altman. © 21Apr60; KK150712.

CALIFORNIA CUSTOM ACCESSORIES MANUFACTURING CO. ©

Electric trunk kit instructions. © 4Jan60; KK148334.

CALIFORNIA REDWOOD ASSN. ©

Isn't it fortunate that redwood is also a very versatile wood? (In The Improvement era, May 1960, p.328-329) Appl. author: Honig-Cooper & Harrington. © 1May60; KK151590.

When winter comes around again, you'll be glad you built with California redwood. (In Successful farming, July 1960, p.76-77) Appl. author: Honig-Cooper & Harrington. © 1Jul60; KK152064.

CALLAWAY MILLS CO. FOOD SERVICE DIVISION.

A shower of gold; compact Servaround, a food bar that means high income to you. © Callaway Mills Co. (in notice: Callaway Mills Co., Food Service Division); 10May60; KK151923.

CALVER, MILES P. ©

Don't invest 5¢ in any hospitalization plan until you know these important facts about American National Ins. Co. (In The Miami herald, Feb. 9, 1960, p.12-B) © 9Feb60; KK148865.

CALVERT DISTILLERS CO. ©

Calvert in the holiday host decanter, the 4-way gift at no extra cost; Calvert Reserve. (In Ebony, Jan. 1959, p.15) © 23Dec58; KK151966.

More power to please; after the rodeo enjoy Calvert Reserve. (In Rodeo) © 24Sep59; KK149955.

Only the Calvert hand of skill blends a whiskey with so much power to please; Calvert Reserve. (In Life, Feb. 23, 1959, p.5) © 18Feb59; KK150735.

CAMPANA CORP.

What's the truth about reducing products? By Walter Brooks. Ayds. (In Ladies' home journal, Feb. 1959, p.175) © Campana Corp. (in notice: Campana Co.); 25Jan59; KK152054.

CAPITOL COSTUME JEWELRY.

Gift package. © Robert J. Gordon d.b.a. Capitol Costume Jewelry; 14Apr60; KK151085.

CAPITOL RECORDS, INC. ©

Ballet highlights from the opera. Erich Leinsdorf Concert Arts Symphony Orchestra. P8488. © 20Jul59; KK148271.

Bartok concerto for orchestra; Two portraits, op.5. Royal Philharmonic Orchestra. G7186. © 31Aug59; KK148273.

The best of Django Reinhardt. TBO 10226. © 4Jan60; KK149966.

Blood on the saddle. Tex Ritter. T1292. © 4Jan60; KK149967.

Brahms: Hungarian dances. Rafael Kubelik conducting the Royal Philharmonic Orchestra. G7209. © 4Apr60; KK150403.

Brahms Liebeslieder waltzes, complete, opus nos.52 & 65. Elsie Morison, soprano, Marjorie Thomas, contralto [& others] G7189. © 19Oct59; KK148267.

Crazy time. Gene Vincent. T1342. © 1Mar60; KK149969.

Delius, Florida suite. Sir Thomas Beecham conducting the Royal Philharmonic Orchestra. G7193. © 1Feb60; KK149963.

Dixieland kickoff. Pee Wee Hunt. T1265. © 19Oct59; KK148269.

Fiorello, a new musical. Original Broadway cast. WA01321. © 14Dec59; KK149965.

Haydn, the Salmon symphonies, v.2. Sir Thomas Beecham conducting the Royal Philharmonic Orchestra. GCR 7198. © 1Mar60 (in notice: 1959); KK149964.

Michael Rabin mosaics, with Leon Pommer, piano. P8506. © 16Nov59; KK148275.

Nervous notes. The singing reindeer. © 15Nov59; KK149962.

Prokofiev, Lieutenant Kije suite: Kodaly, Hary Janos suite. Leinsdorf & Philharmonia Orchestra. P8508. © 4Jan60; KK149968.

Rachmaninoff third piano concerto in D minor. Leonard Pennario with the Philharmonia Orchestra. P8524. © 2May60; KK151268.

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Richard Strauss: Don Quixote; Till eulenspiegel. Rudolf Kempe, the Berlin Philharmonic Orchestra. G7190. © 190ct59; KK148268.

Sabre dance, suites from Gayne, Masquerade, Comedians. Hollywood Bowl Symphony Orchestra. P8503. © 16Nov59; KK148276.

Schubert symphony no.5 in B flat; symphony no.3 in D. Sir Thomas Beecham, Bart. C.H., and the Royal Philharmonic Orchestra. G7212. © 2May60; KK151267.

Schumann, Kinderszenen; Chopin, sonata no.3. Rudolf Firkusny, piano. P8526. © 6Jun60; KK151861.

Stravinsky: Capriccio. Ireland: Concerto in E flat major. Colin Horsley, piano, with the Royal Philharmonic Orchestra. G7183. © 20Jul59; KK148270.

Tchaikovsky, Swan lake. Philharmonic Orchestra. G7188. © 31Aug59; KK148274.

This is Jean Shepard. T1253. © 190ct59; KK148266.

Viennese waltzes in stereo. Franck Pourcel and his orchestra. ST10214. © 20Jul59; KK148272.

Voices of the South. The Roger Wagner Chorale. P8519. © 2May60; KK151269.

CARAVAN PRODUCTS CO., INC. ©

While the city sleeps; while the city rests, the baker works and the most precious ingredient he uses is his lifelong skill. Appl. author: Alex Weber. © 5May60; KK151316.

CARHOFF CO. ©

No-Fog lens cleaning tissues. Contains 40 sheets. Appl. author: N. J. Carbis. © 16Mar60; KK152078.

CARLING BREWING CO. ©

Happy holidays ahead; Red Cap ale. (In The New Yorker, Dec. 19, 1959, p.74) Appl. author: Benton & Bowles, Inc. © 17Dec59; KK148309.

How to win friends and affluent people; Red Cap ale. (In Holiday, Mar. 1960, p.157) Appl. author: Benton & Bowles, Inc. © 18Feb60; KK151054.

It's all a matter of humulus lupulus; Red Cap. (In Holiday, Apr. 1960, p.28) Appl. author: Benton & Bowles, Inc. © 17Mar60; KK151053.

It's the ale with the hoppiest ending; Red Cap. (In The New Yorker, May 7, 1960, p.167) Appl. author: Benton & Bowles, Inc. © 5May60; KK151052.

CARNATION CO. ©

Discover today's Carnation, the milk you can use like cream. Evaporated milk. 3-minute cheese sauce. (In McCall's, Feb. 1960, p.111) Appl. author: A. Culver Boyd. © 1Feb60; KK148708.

The milk you can use like cream with 1/2 the fat calories; evaporated milk. (In McCall's, Mar. 1960, p.173) Appl. author: A. Culver Boyd. © 1Mar60; KK150168.

CARON CORP.

Lotions, precious fragrances for a delightful aura of summer luxury, refreshingly priced. Muguet du bonheur & 5 other fragrances. (In Beauty fashion, May 1960, p.27) © Caron Corp. d.b.a. Caron; 1May60; KK151327.

CARS OVERSEAS, INC. ©

Motor guide for Europe. © 9Nov59; KK147959.

CARTER PRODUCTS, INC. ©

Doctor's development lets you wipe away facial hair; Azer. (In Chronical, Spokane, Mar. 1, 1960, p.8) Appl. author: Ted Bates & Co., Inc. © 1Mar60; KK150209.

Now, a doctor's development lets you wipe away facial hair safely in minutes; Azer. © 2Dec59; KK151205.

Silent Nite, new safe tablet helps prevent snoring. 18 tablets. © 15Nov59; KK151206.

Silent Nite, new safe tablet helps prevent snoring. 18 tablets. © 15Nov59; KK151207.

Silent Nite, new safe tablet helps prevent snoring. 1/2 dozen bottles of 18 tablets. © 15Nov59; KK151208.

CARTER'S INK CO. ©

Ambassador carbon paper. 100 sheets. © 15Dec57; KK148068.

And now, the touch of perfection; Carter's new, Golden Arrow. Pencil & ball pen carbon. (In The Office, Oct. 1959, p.250) Appl. author: Hoag & Provandie, Inc. © 10ct59; KK151680.

Dragon carbon paper. 100 sheets. © 15Dec57; KK148069.

Draw, color, write; marker with felt tip. 8 bright colors. © 1Mar60; KK150462.

For free space savers. X-Pert carbon and ribbon rack; 3 or 6 prong strip rack; Marks-A-Lot rack. (In Chain store age, variety store executives ed., Dec. 1959, p.100) Appl. author: Hoag & Provandie, Inc. © 7Nov59; KK151667.

For runaway new products. Marks-A-Lot; Expoxies; tapes; X-Pert ribbons. (In Chain store age, grocery executives ed., Nov. 1959, p.115) Appl. author: Hoag & Provandie, Inc. © 30Oct59; KK151668.

Get in the profit swim with Carter's office marking helps. Stamp pads; Marks-A-Lot; daters-numberers. (In Geyer's dealer topics, Feb. 1960, p.62) Appl. author: Hoag & Provandie, Inc. © 25Jan60; KK151669.

Guardian carbon paper. 100 sheets. © 15Dec57; KK148070.

I go for Carter's adhesives. (In Life, June 27, 1960, p.100) Appl. author: Hoag & Provandie, Inc. © 23Jun60; KK152102.

I go for Carter's carbons. (In Life, May 23, 1960, p.120) Appl. author: Hoag & Provandie, Inc. © 19May60; KK151998.

I go for Carter's Marks-a-Lot. (In Life, Feb. 8, 1960, p.74) Appl. author: Hoag & Provandie, Inc. © 4Feb60; KK148939.

I go for Carter's new Draws-A-Lot marker. (In Life, Apr. 25, 1960, p.13) Appl. author: Hoag & Provandie, Inc. © 21Apr60; KK151997.

I go for Carter's O.S.R., office stain remover. (In Life, Nov. 16, 1959, p.106) Appl. author: Hoag & Provandie, Inc. © 12Nov59; KK148331.

I go for Carter's silk & nylon ribbons. (In Life, Feb. 29, 1960, p.11) Appl. author: Hoag & Provandie, Inc. © 25Feb60; KK151938.

I go for Carter's stamp pads. (In Life, Mar. 28, 1960, p.73) Appl. author: Hoag & Provandie, Inc. © 24Mar60; KK151939.

It pays to Carter-ize; promote more Carter's products. (In Chain store age, grocery managers ed., Sept. 1959, p.36-37) Appl. author: Hoag & Provandie, Inc. © 30Aug59; KK151670.

Mark, write, draw on anything; Marks-A-Lot. Display card B788. © 1Apr59 (in notice: 1958); KK148066.

Marks-A-Lot. 1001 uses in home & shop; marker with felt tip. Display card C 788. © 31May58; KK148067.

Meet the commander-in-chief of the clean hands-quick profits society, Carter's new O.S.R.; office stain remover. (In Geyer's dealer topics, Oct. 1959, p.56) Appl. author: Hoag & Provandie, Inc. © 25Sep59; KK151671.

Mylar strong, new Carter's Stylewriter carbon film ribbon. (In The Office, Sept. 1959, p.263) Appl. author: Hoag & Provandie, Inc. © 1Sep59; KK151678.

Profit from the touch of perfection, Carter's new Golden Arrow typewriter carbon. (In Geyer's dealer topics, July 1959, p.66) Appl. author: Hoag & Provandie, Inc. © 25Jun59; KK151672.

Recharge your typing with the printed look, Carter's electric line; fabric ribbons, carbons, carbon paper ribbons. (In The Office, Feb. 1960, p.254) Appl. author: Hoag & Provandie, Inc. © 1Feb60; KK151679.

Strongest seller ever; new Carter's Stylewriter carbon film ribbon. (In Geyer's dealer topics, May 1959, p.112) Appl. author: Hoag & Provandie, Inc. © 25Apr59; KK151673.

CASE (J. I.) CO. ©

New Hi-Lo TCH oil; 1 oil for transmission, converters, hydraulics. 5 U.S. gallons. Appl. author: Merlin E. Milestone. © 31Aug59; KK151771.

CASTRO CONVERTIBLE CORP. ©

Does any one know this little girl's name? Convertible furniture. (In The New York times, Jan. 11, 1960, p.10-11) © 11Jan60; KK148552.

CENTRAL COAST DISTRIBUTING CORP. ©

Sunshine heat ceiling. (Sunshine ceiling heat) NM: revision. © 13Jun60; KK151996.

CENTRAL WEST OIL CORP. ©

Feel new power surge when you use Super Par kwik thrust gasolines. (In The South Bend tribune, Sept. 28, 1959, p.9) Appl. author: Paul A. Fergus. © 28Sep59; KK147958.

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Certified purchase bulletin. Appl. author: Rex W. Weitzell. © 10ct59; KK149280.

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Lunch loaf. Contents: 11 1/2 oz. net wt. © V. R. Smith d.b.a. Chat Packing Co.; 12Dec59; KK150464.

CHEER UP SALES CO. ©

Cheer up, the happy lemon lime refresher. Six half quarts. © 15Apr60; KK151819.

CHEMEX CORP. ©

Archbishop of coffeeberry. Coffee-maker. (In The New Yorker, May 9, 1959, p.128) NM: "text added." © 25Apr59; KK147954.

- BTU-ty, cold & heat exchanger. Appl. author: Peter Schlumbohm. © 2Jun60; KK151532.
- Bottomdrawer, handblown Pyrex brand glass. Appl. author: Peter Schlumbohm. © 21Mar60; KK149915.
- Coffemaker. Chemex-bonded filterpaper [& other items] By Peter Schlumbohm. © 8Feb60; KK148879.
- Coffemaker. Chemex-bonded filterpaper [& other items] By Peter Schlumbohm. © 3May60; KK151349.
- Coffemaker. Chemex-Bonded filterpaper [& other products] By Peter Schlumbohm. © 28Dec59; KK148808.
- Coffemaker. Chemex-Bonded filterpaper & other products. By Peter Schlumbohm. © 10Jun60; KK151832.
- Newsletter no.12. By Peter Schlumbohm. © 16Dec59; KK148809.
- Newsletter no.13. By Peter Schlumbohm. © 3May60; KK151350.
- Newsletter no.14. By Peter Schlumbohm. © 10Jun60; KK151831.
- Vertikettle, for gas only. Appl. author: Peter Schlumbohm. © 21Mar60; KK149916.
- CHEMICAL COMPOUNDS, INC. ©**
At super speeds, 344.761 mph, it takes a super lubricant; German developed STP. (In The Saturday evening post, May 21, 1960, p.4) Appl. author: John F. Johnson. © 21May60; KK151403.
- Cut oil costs, improve engine performance with STP, new German developed lubricant. (In Farm journal, Sept. 1959, p.64L) Appl. author: John F. Johnson. © 1Sep59; KK149574.
- German developed magic STP, super concentrated oil treatment; the inside story on STP. Appl. author: John F. Johnson. © 1Mar60; KK151228.
- Guaranteed to do what no other oil additive can do; STP. (In The Salina Journal, Nov. 24, 1959, p.9) Appl. author: John F. Johnson. © 24Nov59; KK149572.
- The inside story on STP; German developed. Oil treatment. Appl. author: John F. Johnson. © 1Mar60; KK149636.
- The magic of German science by STP; super concentrated oil treatment. Magician & man. (In The Salina Journal, Oct. 27, 1959, p.5) Appl. author: John F. Johnson. Appl. states prev. reg. KK144840. NM: revision. © 27Oct59; KK149370.
- The magic of German science by STP; super concentrated oil treatment. Man & woman. (In The Salina Journal, Nov. 10, 1959, p.3) Appl. author: John F. Johnson. Appl. states prev. reg. KK144839. NM: revision. © 10Nov59; KK149577.
- Magic STP, super concentrated oil treatment; gesundheit. (In The Saturday evening post, Jan. 9, 1960, p.49) Appl. author: John F. Johnson. © 9Jan60; KK149369.
- STP moved fast at Bonneville. Super lubricant. Appl. author: John F. Johnson. © 3Mar60; KK149637.
- STP moved fast at Bonneville, 344.761 m.p.h. fast, but it's moving faster in sales; super lubricant. Appl. author: John F. Johnson. © 1Mar60; KK151229.
- STP stops oil waste. (In The Daily Dunklin democrat, Nov. 17, 1959, p.3) Appl. author: John F. Johnson. © 17Nov59; KK149576.
- Twin products of German research genius, now yours; STP, Diesel Blitz. (In Jobber product news, July 1959, p.18) Appl. author: John F. Johnson. © 1Jul59; KK149575.
- Why men who know best use STP, German developed super lubricant. (In Alexandria daily town talk, Mar. 22, 1960, p.18) Appl. author: John F. Johnson. © 22Mar60; KK150454.
- CHICAGO HEATER CO. ©**
Low headroom heaters. (Drawing no.G-986) © 23Feb60; KK150432.
- Plasticlad condensate receivers. (Bulletin no.R-60) © 30Mar60; KK150433.
- Standard heaters. (Drawing no.G-963) © 19Feb60; KK150431.
- CHICDALE FARMS. ©**
Good eggs. One dozen. Appl. author: KVP Sutherland Paper Co. © 7Jan60; KK148551.
- CHICOPEE MILLS, INC. SEE Blossom Co.**
- CHORE-BOY MANUFACTURING CO., INC. ©**
Announcing the new Chore-Boy low vacuum Gold Star pipeline milking systems. (In Hoard's dairyman, Feb. 25, 1960, p.179) Appl. author: Don E. Golay. © 25Feb60; KK149125.
- This gold star service policy is back of your Chore-Boy milking system. (In Hoard's dairyman, Jan. 10, 1960, p.7) Appl. author: Don E. Golay. © 10Jan60; KK148154.
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America's National Safety Club. Safety Features Co.
- CHRISTOFFER, DONALD F. ©**
New, brake lock invention, for use on motor vehicles having hydraulic fluid controlled brakes. © 25Jun60; KK152074.
- CHRISTOPHERSON, R. G. SEE Shoe Apron.**
- CHURCH & DWIGHT CO., INC. ©**
Teach personal and home care with baking soda; Arm & Hammer. (In What's new in home economics, Apr. 1960, p.105-108) © 30Mar60; KK150266.
- CIBA PHARMACEUTICAL PRODUCTS, INC. ©**
The control of congestive heart failure. By Arthur C. De Graff. (The CIBA clinical record, v.1, no.2) © 23Apr60; KK152199.
- Management of the insomniac. By Max S. Sadove. (The CIBA clinical record, v.1, no.1) © 3Jun60; KK152198.
- CINCINNATI MILLING MACHINE CO. ©**
Compactness is the key word of the new, low-cost Cincinnati model O gas control cabinet. (Publication no. M-2153) © 28Apr60; KK151169.
- Rack milling and rack indexing attachments. Publication no.M-2122. NM: additions. © 25Jan60; KK148562.
- 12", 16", 20", 24" circular milling attachments for knee and column type milling machines. Publication no. M-2120. NM: additions. © 25Jan60; KK148564.
- Vertical milling attachment. Publication no.M-2121. NM: additions. © 25Jan60; KK148563.
- CIPPY, INC. ©**
Almost everybody needs Sque. Deodorant. Opera stage scene. © 1Dec59; KK147994.
- Fashion model. © 17May60; KK151395.
- Nothing up my sleeve but Sque. Deodorant. Dueling scene. © 1Dec59; KK147995.
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Pool Safe algacidal water clarifier and pool surface sanitizer. Contents: 24 6.25-gram water-soluble envelopes. © 24Jun60; KK152103.
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Your will. Appl. author: Ernest Camp, Jr. © Citizens & Southern National Bank; 10Feb60; KK151174.
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All that glitters. (In Chicago daily tribune, Mar. 16, 1960, pt.2, p.7) Appl. author: George H. Hartman Co. © 16Mar60; KK151197.
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- Safe deposit rooms go modern at City National for you. (In Chicago daily tribune, Jan. 18, 1960, pt.3, p.11) Appl. author: George H. Hartman Co. © 18Jan60; KK149185.
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- Your eyes and ears in Chicago. [Group in evening clothes entering opera house] (In Illinois banker, Dec. 1959, p.13) Appl. author: George H. Hartman Co. © 1Dec59; KK151201.
- Your eyes and ears in Chicago. [Stock market scene] (In Illinois banker, Feb. 1960, p.5) Appl. author: George H. Hartman Co. © 1Feb60; KK151200.
- CLAIROL, INC. ©**
Christmas greetings from Clairol. (In American hairdresser, Dec. 1959, p.4-5) Appl. author: Foote, Cone & Belding. © 20Nov59; KK148183.
- Clairol colors are a delight to see ... says Miss Louise E. Schaad. Endorsed by Jon C. Poulakis. Haircoloring & hair cosmetics. (In National beauty school journal and beauty school management, May 1960, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1May60; KK151284.

CLAIROL, INC.-Con.

The Clairol method gives our students a sound foundation in every important haircoloring technique, says George C. Borner. Endorsed by James Turney. (In National beauty school journal & beauty school management, Jan. 1960, p.2) Appl. author: Foote, Cone & Belding. © 1Jan60; KK148488.

Clairol products are the foundation upon which our coloring course is formed ... says R. G. Leon. Endorsed by Joan Graziani. (In National beauty school journal & beauty school management, Mar. 1960, p.2) Appl. author: Foote, Cone & Belding. © 1Mar60; KK149900.

Clairol textbooks and visual aids make haircoloring easier to teach ... says Miss Verna L. Baucom. Endorsed by Wanda Ezell. (In National beauty school journal and beauty school management, June 1960, p.2) Appl. author: Foote, Cone & Belding. © 1Jun60; KK151866.

Clairol's consistent training program has made haircoloring easy and intriguing ... says Miss Margaret Hicks. Endorsed by Sam Harrison. (In National beauty school journal and beauty school management, Apr. 1960, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Apr60; KK150808.

Congratulations to our favorite redhead, Arthur Godfrey. (In Close-up 1960, Jan. 8, 1960, p.29) Appl. author: Foote, Cone & Belding. © 8Jan60; KK149054.

Does she, or doesn't she? Miss Clairol Hair Color Bath. Beach scene. (In Life, Mar. 21, 1960, p.109) Appl. author: Foote, Cone & Belding. © 17Mar60; KK150283.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Girl holding roller skate] NM: illus. © 1Feb60; KK149811.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Girl wearing black glove, hugging boy] (In Life, Apr. 18, 1960, p.54) Appl. author: Foote, Cone & Belding. © 17Apr60; KK151263.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Mother & baby lying on grass] (In Life, Jan. 25, 1960, p.77) Appl. author: Foote, Cone & Belding. © 21Jan60; KK149810.

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Does she, or doesn't she? Miss Clairol Hair Color Bath. [Sleeping boy resting against girl's shoulder] (In Life, Feb. 22, 1960, p.5) Appl. author: Foote, Cone & Belding. © 18Feb60; KK149804.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & little boy sipping a soft drink through straws] (In Life, Nov. 30, 1959, p.9) Appl. author: Foote, Cone & Belding. © 26Nov59; KK148499.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & little girl threading toy sewing machine] (In Life, Dec. 28, 1959, p.71) Appl. author: Foote, Cone & Belding. © 24Dec59; KK148735.

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Good housekeeping guaranty seal granted to Miss Clairol; Hair Color Bath. (In American hairdresser, Mar. 1960, p.6-7) Appl. author: Foote, Cone & Belding. © 20Feb60; KK149898.

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How to create color excitement with Clairol's new chiffon creme toners, by John Bernard. (In Modern beauty shop, Nov. 1959, p.4-5) Appl. author: Foote, Cone & Belding. © 25Oct59; KK149056.

How to get new customers thru corrective haircoloring, by Miss Annette The-sauro. (In American hairdresser, Jan. 1960, p.6-7) Appl. author: Foote, Cone & Belding. © 20Dec59; KK148182.

How to make the most of your hair-coloring service. 5 pictures showing how to use products. (In Beauty trade magazine, Feb. 1960, p.20-21) Appl. author: Foote, Cone & Belding. © 10Feb60; KK150277.

How to pre-bleach for toner shades, by Enrico Caruso. Lady Clairol. (In American hairdresser, May 1960, p.8-9) Appl. author: Foote, Cone & Belding. © 20Apr60; KK151278.

How to prevent costly complaints when tinting or bleaching; Metalex. (In Beauty trade magazine, June 1960, p.30-31) Appl. author: Foote, Cone & Belding. © 10Jun60; KK151871.

How to use a gray rinse in surprising ways, by Jerry and Phyllis Maiorana. Come Alive Gray. (In American hairdresser, June 1960, p.8-9) Appl. author: Foote, Cone & Belding. © 20May60; KK151462.

If I've only one life, let me live it as a blonde; Ultra-Blue Lady Clairol Cremogenized hair lightener. (In American hairdresser, Apr. 1960, p.39-44) Appl. author: Foote, Cone & Belding. © 20Mar60; KK150896.

If I've only one life, let me live it as a Clairol blonde; Ultra-Blue Lady Clairol. (In American hairdresser, May 1960, p.6-7) Appl. author: Foote, Cone & Belding. © 20Apr60; KK151277.

Is it true, blondes have more fun? Instant Whip Lady Clairol creme hair lightener. Chinese restaurant scene. (In Modern romances, May 1960, p.17) Appl. author: Foote, Cone & Belding. © 5Apr60; KK151256.

Is it true blondes have more fun? Instant Whip Lady Clairol creme hair lightener. [Couple playing piano] (In Modern screen, Mar. 1960, p.3 of cover) Appl. author: Foote, Cone & Belding. © 5Feb60; KK150278.

Is it true, blondes have more fun? Instant Whip Lady Clairol creme hair lightener. [Woman pulling scarf from man's neck] (In Charm, Oct. 1959, p.4 of cover) Appl. author: Foote, Cone & Belding. © 22Sep59; KK149805.

Is it true blondes have more fun? Lady Clairol creme hair lightener. Ski situation. (In Modern Romances, Jan. 1960) Appl. author: Foote, Cone & Belding. © 5Dec59; KK148184.

Is it true, blondes have more fun? [Man wearing goggles, with hands on shoulders of woman holding mug] Instant Whip Lady Clairol creme hair lightener. (In Modern screen, Jan. 1960, p.17) Appl. author: Foote, Cone & Belding. © 4Dec59; KK149053.

Map out your future in color; hair-coloring centers. (In American hairdresser, Apr. 1960, p.6-7) Appl. author: Foote, Cone & Belding. © 20Mar60; KK150809.

Orchids to Clairol ... in haircoloring techniques through education, says George A. Townsend. Endorsed by Mr. & Mrs. Charles Moorehead. (In National beauty school journal & beauty school management, Feb. 1960, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Feb60; KK149055.

Pure White creme developer, the exciting new creme lotion ... in hair-coloring and lightening mixtures. © 5Oct59; KK147982.

This summer, see New York or Hollywood on Clairol's vocation with play; free haircoloring course plus the vacation of a lifetime. (In American hairdresser, May 1960, p.40-41) Appl. author: Foote, Cone & Belding. © 20Apr60; KK151279.

Vital women use Vitapointe; creme hairdress and conditioner. Skiers. (In Sunday news, New York, Jan. 10, 1960, coloroto magazine section, p.42) Appl. author: Foote, Cone & Belding. © 10Jan60; KK149798.

Vital women use Vitapointe; they know 10 brush strokes work like 100 with new Vitapointe creme hairdress. (In The New York times magazine, May 8, 1960, p.57) Appl. author: Foote, Cone & Belding. © 8May60; KK151461.

We tip our crown to TV's Queen Dinah. (In Friars, May 1, 1960) Appl. author: Foote, Cone & Belding. © 1May60; KK151464.

Women on the go know, 10 brush strokes do the work of 100 when you use Vitapointe; creme hairdress and conditioner. [Skiers] (In Sunday news, New York, Jan. 10, 1960, coloroto magazine section, p.42) Appl. author: Foote, Cone & Belding. © 10Jan60; KK149799.

Women on the go know, 10 brush strokes do the work of 100 with new Vitapointe creme hairdress. Helicopter scene. (In The New York times magazine, Mar. 13, 1960, p.11) Appl. author: Foote, Cone & Belding. © 13Mar60; KK149904.

Women on the go know, 10 brush strokes do the work of 100 with new Vitapointe creme hairdress. (In Sunday news, New York, Apr. 24, 1960, p.23) Appl. author: Foote, Cone & Belding. © 24Apr60; KK150891.

Your hairdresser; Clairol salutes the hairdresser's contribution. (In Vogue, Feb. 1, 1960, p.99) Appl. author: Foote, Cone & Belding. © 1Feb60; KK149051.

CLARK, E. RIC.
Lois Cristy tells how slender woman reduce size of hips. SEE Relaxacizor, Inc.

CLARK, MORTON L. ©
Solve your corrosion problems, galvanize or re-galvanize with Galv-Weld alloy. © 21Dec59; KK150239.

CLARK PUB. CO. ©
Authentic planchette psychic writer. NM: revisions. © 29Dec59; KK149279.

CLEVELAND COCA-COLA BOTTLING CO. ©
Coca-Cola presents the history of bowling, 1. (In The Cleveland kegler & sports review, Oct. 27, 1959, p.5) Appl. author: Charles M. Schloss. © 27Oct59; KK148472.

Coca-Cola presents the history of bowling, 6. (In The Cleveland kegler & sports review, Jan. 5, 1960, p.5) Appl. author: Charles M. Schloss. © 5Jan60; KK148150.

Coca-Cola presents the history of bowling, 7. (In The Cleveland kegler & sports review, Jan. 19, 1960, p.5) Appl. author: Charles M. Schloss. © 19Jan60; KK148332.

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- CLEVELAND INSTRUMENT CO. ©
Sources of measurement error; precision through electronics. © 7Jan60; KK150858.
- CLING PEACH ADVISORY BOARD, SAN FRANCISCO.
Look what you can do with fruit cocktail; fruit freezies, make 'em yourself. (In McCall's, May 1960, p.200-201) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © Cling Peach Advisory Board; 21Apr60; KK151415.
- CLOPAY CORP. ©
Now buy profitably for peak spring window shade volume. (In Chain store age, Feb. 1959, p.134) Appl. author: Fairfax, Inc. © 6Feb59; KK151361.
- CLOROX CO. ©
Clorox gets out dirt that suds leave in; new, no-drip lip. Bleach. (In San Francisco examiner, Feb. 25, 1960, section 2, p.5) Appl. author: Honig-Cooper & Harrington. © 25Feb60; KK150652.
- New bottle introductory special, save 8¢ on Clorox; bleach. (In Omaha evening world-herald, Jan. 28, 1960, p.16) Appl. author: Honig-Cooper & Harrington. © 28Jan60 (in notice: 1959); KK151615.
- New Clorox pitcher-handle bottle. Bleach. (In San Francisco examiner, Nov. 12, 1959, section 4, p.12) Appl. author: Honig-Cooper, Harrington & Miner. © 12Nov59; KK148337.
- Offer your customers today's Clorox in a full range of sizes in new safe-grip bottles; bleach. (In The Quartermaster review, Jan.-Feb. 1960, p.163) Appl. author: Honig-Cooper & Harrington. © 1Jan60; KK150649.
- Pick a big bouquet of profits in Clorox shower of flowers; bleach. Flower seeds; miniature rose bush. (In Progressive grocer, Mar. 1960, p.171) Appl. author: Honig-Cooper & Harrington. © 1Mar60; KK150650.
- Shower of flowers invites you to try today's Clorox in new no-drip bottles; bleach. Flower seeds; miniature rose bush. (In The San Francisco examiner, Mar. 24, 1960, section 2, p.5) Appl. author: Honig-Cooper & Harrington. © 24Mar60; KK150653.
- Today's Clorox in the new pitcher-handle bottle. Bleach. (In San Francisco examiner, Dec. 3, 1959, section 4, p.5) Appl. author: Honig-Cooper, Harrington & Miner. © 3Dec59; KK148335.
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- CLOSE & PATENAUE. C & P PHONOPRODUCTS, INC. SEE C & P Phonoproducts, Inc.
- CLYDE-NORMAN CO. ©
Acid-Tester; the acid tester will assist you in detecting the presence of acid in refrigeration systems. Appl. author: Eddy J. Miller. © 26Sep59; KK147993.
- COAST LUMBER CORP. ©
3-in-1 Coast garage; the fabulous New Englander. (In Bristol press, May 18, 1959, p.11) © 18May59; KK150466.
- COATS & CLARK, INC. ©
Gifts to make; Boiltex trimmings. Jiffy candy-cane apron & other ideas. © 19Sep59; KK150830.
- It's sew easy to make professional hems with Coats & Clark's threads. (Leaflet CC868) © 7Mar60; KK150829.
- Stitch in time for students, v.30, no.2-S. Summer fancies. © 1Apr60; KK150831.
- COCA-COLA CO. ©
Be really refreshed. Flower planting. Appl. author: McCann-Erickson, Inc. © 1Apr60; KK150379.
- Be really refreshed. Girl with hose. Appl. author: McCann-Erickson, Inc. © 1Jun60; KK151915.
- Be really refreshed. Hands & glasses. Appl. author: McCann-Erickson, Inc. © 2May60; KK151154.
- Be really refreshed. Party girl. Appl. author: McCann-Erickson, Inc. © 2Jan60; KK148375.
- Be really refreshed. Windblown girl. Appl. author: McCann-Erickson, Inc. © 1Mar60; KK149620.
- Big refreshment value. Girl with party hat. Appl. author: McCann-Erickson, Inc. © 2Jan60; KK148376.
- King size Coke big refreshment value. 4 bottles & glass. Appl. author: McCann-Erickson, Inc. © 1Apr60; KK150378.
- Love that Coke. Valentine couple. Appl. author: McCann-Erickson, Inc. © 1Feb60; KK149017.
- New king size Coke has more for you. (In Twin City sentinel, Winston-Salem, N. C., May 8, 1958, p.5) Appl. author: McCann-Erickson, Inc. © 8May58; KK148233.
- Santa loves Fanta, too. © 1Dec59; KK148142.
- Sing for king size Coke wherever you are. (In Twin City sentinel, Winston-Salem, N. C., May 1, 1958, p.21) Appl. author: McCann-Erickson, Inc. © 1May58; KK148234.
- Taller than a Dagwood. Appl. author: McCann-Erickson, Inc. © 1Mar60; KK149619.
- COCHRANE, ALTA A. ©
The M. F. Co.'s minerals compound. Contents 12 ozs. © 28Dec59; KK148244.
- COE, S. ©
What can I do? Toy consisting of a sturdy mail box with over 100 activity and play suggestions on cards. © 10May60; KK151111.
- COHOES CARRYBAG CO., INC. ©
Betty Corset Shop. (Stock flower design F-8) Appl. author: Douglas Peckham. © Cohoes Carrybags, accepted alternative designation for Cohoes Carrybag Co., Inc.; 15Jan60 (in notice: 1959); KK148623.
- Jennison's. Camera shop. CS-8. © 20Jan60 (in notice: 1959); KK148624.
- Rader's. Flower stock cut F-11. Appl. author: Charles Cummings. © 2Dec59; KK148059.
- COHOES CARRYBAGS. SEE Cohoes Carrybag Co., Inc.
- COLE OF CALIFORNIA. ©
Cole delivers the hottest swimsuit line of '60. (In California apparel news, Feb. 12, 1960, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 12Feb60; KK149403.
- Good afternoon, ladies and gentlemen, welcome to the Cole-for-60 fashion show. (In Women's wear daily, Jan. 6, 1960, section 1, p.19-27) Appl. author: Doyle Dane Bernbach, Inc. © 6Jan60; KK149240.
- This year make it snow blue. (In Vogue, Jan. 1, 1960, p.56) Appl. author: Doyle Dane Bernbach, Inc. © 1Jan60; KK149236.
- You ring, we bring. No.7759 [& 14 other styles of bathing suits] (In Women's wear daily, Apr. 20, 1960, p.8-9) Appl. author: Doyle Dane Bernbach, Inc. © 20Apr60; KK151776.
- Young Cole goes Tahitian. The muu muu; beachcomber set, bikini. (In California apparel news, Feb. 5, 1960, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 5Feb60; KK149404.
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- Your customers will be swept off their feet by wave after wave of advertising from Cole. Appl. author: Doyle Dane Bernbach, Inc. © 13Jan60; KK150976.
- COLIN HALL CLOTHES, LTD. ©
Biggest story in men's fashion; Petrocelli clothes. Appl. author: Will Kaplan Advertising. © 15Mar60; KK151188.
- The regal look becomes you; His Majesty's Choice, noble suits of fine imported worsteds by Petrocelli. Appl. author: Will Kaplan Advertising. © 9Jun60; KK151700.
- COLLINS, BERNICE L. SEE Collins Products Co.
- COLLINS, EDWARD J. SEE Collins Products Co.
- COLLINS & AIKMAN. ©
Years of beautiful wear with minimum care; Permalux living room furniture. Long Life Line group of nylon fabrics. (In House & garden, Mar. 1960, p.25) Appl. author: Ellington & Co. © 20Feb60; KK149120.

COLLINS PRODUCTS CO.

Chop-Chop, stainless steel food chopper.
© Bernice L. Collins & Edward J.
Collins d.b.a. Collins Products Co.;
1Apr60; KK151943.

COLONIAL PAY SYSTEMS. ©

Specifications for MICR checks; to
accompany all orders for Magnetic
Ink Recognition checks. Appl. au-
thor: Hyman Brechner. © 22Jan60;
KK148655.

COLONIAL SUGARS CO. ©

Pure cane sugar, extra fine granulated.
(Sugar bag label) Net wt. 10 pounds.
© 12Nov58; KK148060.

COLORADO AUTOMOTIVE PRODUCTS CO. ©

It's new, the Jeep fuel deflector and
carburetor. © 20Dec59; KK148603.

COLORIZER ASSOCIATES. ©

So easy to use, we call it instant
paint; Colorizer. (In Life,
Mar. 21, 1960, p.87) NM: additions
& revision. © 21Mar60; KK150876.

COLUMBIA RECORD SALES CORP. ©

An extraordinary value offered to new
members of the Columbia LP Record
Club. (In McCall's, Feb. 1959, p.5)
NM: revision. © 27Jan59; KK152161.

COMMONWEALTH EDISON CO.

Give better, electrically. Portable
dishwasher & other gifts. (In Chi-
cago Sunday sun-times, Dec. 6, 1959,
section 3, p.8) © Commonwealth Edi-
son Co. a.k.a. Commonwealth Edison -
Public Service Co.; 6Dec59; KK148102.

The modern miracle of electric heating.

(In Chicago daily news, Mar. 25,
1960, p.39) © Commonwealth Edison
Co. a.k.a. Commonwealth Edison -
Public Service Co.; 25Mar60;
KK150176.

Take a tip from Jim Conway, try a
fume-free electric dryer in your
home for 60 days. (In Chicago Sun-
day tribune magazine, Feb. 28, 1960,
p.34) © Commonwealth Edison Co.
a.k.a. Commonwealth Edison - Public
Service Co.; 28Feb60; KK150020.

COMMONWEALTH EDISON - PUBLIC SERVICE CO.

COMMONWEALTH EDISON CO. SEE Common-
wealth Edison Co.

COMSTOCK FOODS, INC. ©

Apple-strawberry sauce. Net weight
1 lb. © 13Jun60; KK152185.

CONGOLEUM-NAIRN, INC. ©

Newest suburban branch of Hengerer's,
Buffalo, install's the floor that
sweeps itself; Gold Seal. (In Chain
store age, administration ed., Aug.
1957, p.4 of cover) © 1Aug57;
KK148855.

CONIFER CORP. ©

Sew Easy doll clothes, designed for
beginners in sewing. Patterns,
materials, instructions for 10 1/2
inch doll. (Pattern no.1051)
Appl. author: E. A. Yuzwiak.
© 15Mar60; KK150293.

CONN CORP. ©

Bob Lowry, soloist, guest conductor,
clinician. Band instruments. Appl.
author: Juhl Advertising Agency.
© 1Sep59; KK149165.

The Conn clarinet story. Band instru-
ments. Appl. author: Juhl Advertis-
ing Agency. © 10Oct59; KK149167.

CONRAD, ERNEST R.

The double diamond will add to the
pleasure of your players; Bingo.
© Ernest "Con" Conrad; 9Jun60;
KK151929.

Put a bigger zing in your Bingo with
Zingo. © Ernest "Con" Conrad;
9Jun60; KK151930.

CONTEMPORARY ENGINEERING CO. ©

Tee Bug. Appl. author: Kenneth W.
Ricketts. © 8Aug59; KK151754.

CONTINENTAL ALUMINUM PRODUCTS CO. ©

Window beauty is economical with
Wards aluminum awning windows.
Appl. author: Frederick M. Fink.
© 16Feb60; KK149092.

CONTINENTAL BAKING CO. ©

Free, 2 loaves of Wonder bread if you
do not agree it's the best and fresh-
est tasting bread in town. Endorsed
by Iris H. Albert. (In The Kansas
City star, Sept. 17, 1959, p.15)
Appl. author: Ted Bates & Co., Inc.
© 17Sep59; KK147965.

Mother, give your child the 12 build-
ing blocks of life found in Wonder
bread. (In New Britain herald,
Sept. 10, 1959, p.21) Appl. author:
Ted Bates & Co., Inc. © 10Sep59;
KK149227.

New Wonder bread, preferred 3 to 1
for flavor by children. (In Stockton
record, May 21, 1959, p.24) Appl.
author: Ted Bates & Co., Inc.
© 21May59; KK147968.

New Wonder bread preferred 3 to 1 for
flavor by children. (In Times lead-
er, Martins Ferry-Bellaire, Ohio,
Oct. 15, 1959, p.12) Appl. author:
Ted Bates & Co., Inc. © 15Oct59;
KK148367.

New, Wonder enriched bread made with
buttermilk preferred 3 to 1. (In The
Shreveport times, Sept. 10, 1959,
p.4-C) Appl. author: Ted Bates &
Co., Inc. © 10Sep59; KK148254.

Not just claims, but proof; new Wonder
bread is preferred by 8 out of 10
children. (In New Haven evening
register, Oct. 13, 1959, p.33)
Appl. author: Ted Bates & Co., Inc.
© 13Oct59; KK148255.

Recent survey shows children prefer
new Wonder bread 3 to 1 for flavor.
Endorsed by Marietta Eichelberger.
(In Stockton record, May 7, 1959,
p.20) Appl. author: Ted Bates &
Co., Inc. © 7May59; KK147967.

Two loaves free if you don't go wild
about new double milk Wonder bread.
(In The Minneapolis star, Oct. 15,
1959, p.2D) Appl. author: Ted Bates
& Co., Inc. © 15Oct59; KK147964.

We love big families. Wonder enriched
bread. (In Pacific Coast review,
San Francisco, Sept. 1959) Appl. au-
thor: Ted Bates & Co., Inc.
© 1Sep59; KK148252.

CONTINENTAL CAN CO., INC. ©

Bondware; cold drink. (Stein)
16 fl. oz. © 22Apr60; KK151062.

Fresh buttered popcorn. Bondware.
24 fl. oz. © 23Dec59; KK148197.

CONTINENTAL OIL CO. ©

Adomite, a new concept in hydraulic
fracturing; fluid loss control addi-
tive. © 1Jan56; KK151505.

Adomite, additives for fracturing.
© 2Feb60; KK151239.

At Stapleton Air Field, Conoco jet
fuel powers Braniff's Electras.
(In The Denver post, Nov. 16, 1959,
p.8) Appl. author: Benton & Bowles,
Inc. © 16Nov59; KK148305.

Conoco H-35, a secondary plasticizer.
© 15Jan59 (in notice: 1958);
KK150261.

Conoco H-300, secondary plasticizer;
extender of profit. © 1Dec58 (in
notice: 1956); KK151960.

Conoco synthetic detergents.
© 19Nov55; KK151241.

Conoco's hottest brand going is a
symbol. Contact the nearest Conoco
division manager today. (In National
petroleum news, Apr. 1960, p.148-149)
Appl. author: Benton & Bowles, Inc.
© 28Mar60; KK151884.

Cut after cut after cut ... you get
uniformity with Conoco divider oils.
(In Bakers weekly, May 16, 1960,
cover) Appl. author: Benton & Bowles
Inc. © 16May60; KK151893.

Easiest way to coat a dairy carton;
Conoco Super-Cote. (In American milk
review & milk plant monthly, Dec.
1959, p.79) Appl. author: Benton &
Bowles, Inc. © 1Dec59; KK148308.

Free from Conoco; a new Corvair given
locally. (In The Dallas morning
times, Oct. 7, 1959, section 1,
p.13) Appl. author: Benton & Bowles,
Inc. © 7Oct59; KK148304.

From Massey-Ferguson, something special
in new farm equipment; Massey-Fergu-
son 85. From Conoco, 24-hour-a-day
Oil-Plating protection; super motor
oil. (In Wallace's farmer, Nov. 21,
1959, p.5) Appl. author: Benton &
Bowles, Inc. © 21Nov59; KK148307.

From this ... to this foam made with
Conoco Demivis; look what Conoco
Demivis does for vinyl foam. (In
Modern plastics, May 1960, p.187)
Appl. author: Benton & Bowles, Inc.
© 10May60; KK151892.

Insight; insight into the world of
Conoco petrochemicals. © 28May59;
KK151240.

Move out front with a red-hot brand;
Conoco, hottest brand going. (In
National petroleum news, May 1960,
p.138-139) Appl. author: Benton &
Bowles, Inc. © 28Apr60; KK151890.

No end in sight; endless, the universal
need for quality chemicals. Conoco.
(In Chemical week, Mar. 5, 1960,
p.82) Appl. author: Benton & Bowles,
Inc. © 1Mar60; KK151889.

Now with 3 grades of Conoco gasoline,
you pick the power that's right, and
save. (In Wallace's farmer, Apr. 2,
1960, p.5) Appl. author: Benton &
Bowles, Inc. © 2Apr60; KK151886.

Parked safe for the night? Don't you
believe it. These are dangerous
hours for your farm machinery;
Conoco super motor oil. (In Wallace's
farmer, Nov. 21, 1959, p.5) Appl.
author: Benton & Bowles, Inc.
© 21Nov59; KK148306.

Parked safe for the night? Don't you
believe it, these are the dangerous
hours for your farm machinery.
Conoco super motor oil. (In Western
farm life, May 1, 1960, p.24) Appl.
author: Benton & Bowles, Inc.
© 1May60; KK151891.

Put your car and your cares in
Conoco's hands; they supercharge
your car with TCP plus. (In The
Saturday evening post, Apr. 9, 1960,
p.116) Appl. author: Benton & Bowles,
Inc. © 5Apr60; KK151106.

A record year; annual report 1959.
(In The New York times, Apr. 19,
1960, p.57) Appl. author: Benton &
Bowles, Inc. © 19Apr60; KK151888.

Suhrprise story; not a major equipment
repair in 11 farming years. Conoco.
Endorsed by Wilbur Suhr. (In Western
farm life, Jan. 1960, p.8-C) Appl.
author: Benton & Bowles, Inc.
© 1Jan60; KK148641.

3 ways to improve carton coatings with
Conoco, regardless of the paper or
the method you use. (In Dairy record,
Apr. 13, 1960, p.11) Appl. author:
Benton & Bowles, Inc. © 13Apr60;
KK151883.

20 years with Conoco saved thousands
in repair bills and downtime. En-
dorsed by Vego M. Christman. (In
Western farm life, Apr. 1, 1960, p.24)
Appl. author: Benton & Bowles, Inc.
© 1Apr60; KK151887.

What's that 3rd pump doing at Conoco?
(In Argus dispatch, Apr. 13, 1960,
p.26) Appl. author: Benton & Bowles,
Inc. © 13Apr60; KK151885.

CONTROL INSTRUMENT DIVISION, WARNER & SWASEY CO. SEE Warner & Swasey Co. Control Instrument Division.

CONVEYOR DIVISION, AMERICAN MONORAIL CO. SEE American Monorail Co. Conveyor Division.

COOK, DOUGLAS L.
Sokit for your denture cleansing problems. SEE Cook, Irving L.

COOK, IRVING L.
Sokit for your denture cleansing problems. © Irving L. Cook & Douglas L. Cook; 20Sep59; KK149107.

COOPER BROS. CO. ©
Space Spider, the String Thing; for all ages. Contents: three 6 x 6 inch perforated and notched mat black tiles; 3 bobbins. NM: revision. © 15Apr60; KK150453.

COOPER'S, INC. ©
Men's wear by Jockey; T-shirt. Style 1701. (Vertical panel package) © 29Mar60; KK151186.

CORMAC CHEMICAL CORP. ©
Cormac presents one of the most significant marketing concepts in the photographic industry; Unibath system. © 18Apr60; KK150648.
Microfilm negatives in minutes, microfilm prints in seconds with Cormac's one-step processing system; Unibath. © 18Apr60; KK150647.
Unibath data chart cc7; combined developer-fixer for microfilm. © 18Apr60; KK150646.

CORMAC PHOTOCOPY CORP. ©
Operating instructions; 500 1-step with Flo-Matic control. Appl. author: Ben Zale. © 20Feb60; KK150172.

CORN CABIN CO. ©
Delicious popcorn products. Appl. author: Forrest W. Jacobs. © 19Apr60; KK151659.

CORO, INC. ©
This handsome pendant contains a seed which is found in India; inside the seed are twelve ... ivory elephants. (12 lucky elephants) © 2Nov59; KK149358.

CORSON RUBBER PRODUCTS, INC. ©
Products by Corson Rubber Products, Inc. Knobby magic mat & 13 other products. © 16Jun60; KK151829.

COSMAIR, INC. ©
Shining still brighter than ever, the heavenly colours of Imedia Petite; shampoo. (In Modern beauty shop, Aug. 1957) © 25Jul57; KK148260.

COUNTRY CLUB DAIRY. ©
Dial A Salad brand recipe dial; delicate natural flavor creamed cottage cheese, large curd. © 28Jan59; KK148604.

CRAFTSMAN'S PRESS. ©
Weekly shopping list. Appl. author: Norman F. Stone. © 30Nov59; KK147963.

CRAWLEY (JOHN J.) & CO., INC. ©
The Catholic family book of novenas. (In Our Sunday visitor, Mar. 27, 1960, p.3) Appl. author: Catherine Giba. NM: revision. © 27Mar60; KK151080.
Lives of saints. (In Pittsburgh Catholic, Mar. 17, 1960, p.12) Appl. author: Catherine Giba. NM: revision. © 17Mar60; KK151081.

CREAM OF WHEAT CORP. ©
It's Cream of Wheat weather. Girl in rain garb sitting on back steps. (In Ladies' home journal, Mar. 1960, p.49) © 26Feb60; KK149848.

CRECO CO., INC. ©
Bactro 10, concentrated germicidal liquid detergent. Appl. author: Benjamin Newman. © 10Feb60; KK150857.

CRESCENT DEVELOPMENT CO. ©
Umpire Roy Gab says Play Ball, for fans 8 to 80; complete pocket size baseball game. © 14Mar60; KK149911.

CRESSWELL CO.
Greetings. Westfield Motor Sales Co. (Ford Christmas card A) Appl. author: Walter R. Cresswell. © Cresswell, accepted alternative designation of Cresswell Co.; 10Aug58; KK148982.
Greetings of the season. W. A. Russell-Ford. (Ford Christmas card B) Appl. author: Walter R. Cresswell. © Cresswell, accepted alternative designation of Cresswell Co.; 1Sep59; KK148981.

Season's greetings. Fisher Motor Company. (Dodge Christmas card C) Appl. author: Walter R. Cresswell. © Cresswell, accepted alternative designation of Cresswell Co.; 17Sep57; KK148983.

CRESTLINE INDUSTRIES.
King-size tray tables, tray table sets. Pattern no.517 & other housewares. Appl. author: Zepha Bogert. © Crestline, accepted alternative designation of Crestline Industries, a division of Cal-Dak Co.; 31May60; KK151935.

CRESTON CRAYON CO., INC.
Tic-Tac-Toe giant slate; giant bulletin board. No.905. Appl. author: Dudley J. Berson. © Creston Crayon Co., Inc. (In notice: Creston Crayon, Inc.); 27Oct59; KK151583.

CREWDSON CO. ©
Prices include your imprint in this space. (Four season's [sic] calendar for 1961) © 13May60; KK151187.

CRISTY, LOIS, pseud. SEE Clark, E. Ric.

CRISWELL, WILLIAM T. ©
Bidu-Bide Club of America, ancient order of damfool dice throwers. (Card and emblem of Bidu Bide Club of America) © 19Jan60; KK150106.

CROSBY, EDWIN L.
Should you be a hospital administrator? SEE New York Life Insurance Co.

CROTON WATCH CO., INC. ©
Ingenuity in fine watchmaking, a single watch that becomes six. Nivada Grenchen Colorama VI. (In The New Yorker) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 28Apr60; KK151603.

CROWDER, ROBERT.
Cymbidium. SEE Seeman (James) Studios, Inc.
Fern terrace. SEE Studios, Inc.

CROWN SOAP CO. ©
For your health and protection, please try the attached sample of Germex antiseptic powdered hand soap. Appl. author: Morris Yankner. © 24Nov59; KK148283.

CROWN ZELLERBACH CORP. ©
Blackeyed peas; no.912 stock vignette. Glosseal. © 11Dec59; KK148226.

Breaded fantail shrimp; no.483 stock vignette. Glosseal. © 6May60; KK151387.

Butter beans; no.930 stock vignette. Glosseal. © 6Nov59; KK148225.

Fordhook lima beans; no.928 stock vignette. Glosseal. © 1Feb60; KK149129.

Fresh cut green beans; no.918 stock vignette. Glosseal. © 11Dec59; KK148223.

Mustard greens; no.914 stock vignette. Glosseal. © 6Nov59; KK148228.

New wet strength; Zee napkins. Tiger. 80, regular size, 13 1/2" x 13". © 16Nov59; KK148874.

Pre-baked waffles; no.482 stock vignette. Glosseal. © 1Feb60; KK149128.

Sliced strawberries; no.908 stock vignette. Glosseal. © 1Jun60; KK151944.

Stripped kale; no.941 stock vignette. Glosseal. © 6Nov59; KK148227.

Whole strawberries; no.909 stock vignette. Glosseal. © 6Nov59; KK148224.

Zee aqua towels with wet strength. Zebra. 150 towels, 11 x 7 1/2 in. © 8Dec59; KK148875.

Zee ballet pink tissue; 4 rolls Family-Pak. Hippopotamus. 650 sheets each, size 4 1/2 x 4 1/2 inches. © 14Dec59; KK148876.

Zee giant roll aqua towels. Zebra. 225 towels, 11 x 7 1/2 in. © 8Dec59; KK148875.

Zucchini squash; no.568 stock vignette. Glosseal. © 30Mar60; KK151385.

Zucchini squash, sliced; no.570 stock vignette. Glosseal. © 27Apr60; KK151386.

CRYSTAL PURE AIR.

Here it is, Crystal Pure Air deodorant crystal for your car and home. © Crystal Pure Air, Sam S. Millard, owner; 7May60; KK151593.

CUDAHY (PATRICK) INC. ©

Compliments will come your way, if the ham you serve is Patrick Cudahy. (In The Milwaukee journal, Apr. 7, 1960, pt.4, p.18) © 7Apr60; KK151226.

Every slice delicatessen quality; meats. (In Milwaukee journal, May 5, 1960, p.17) © 5May60; KK151225.

Famous sausages that have been old-world delicacies for centuries; continental favorites. (In Milwaukee journal, May 12, 1960, p.12) © 12May60; KK151224.

Now, two heat-n-serve treats. Bacon treats; smokie treats. (In Milwaukee journal, Apr. 28, 1960, p.25) © 28Apr60; KK151989.

Patrick Cudahy wieners; now in convenient flip top packages. (In The Milwaukee journal, May 26, 1960, p.14) © 26May60; KK151495.

CUM LAUDE CO. ©

Enzyme reactivator Septic Supreme helps eliminate trouble. Contents 1 pound plus. © 10Jan60; KK149446.

CUMMINS PORTABLE ELECTRIC TOOLS, JOHN OSTER MANUFACTURING CO. SEE Oster (John) Manufacturing Co. Cummins Portable Tools.

CUMMINS PORTABLE TOOLS, JOHN OSTER MANUFACTURING CO. SEE Oster (John) Manufacturing Co. Cummins Portable Tools.

CURTIS (HELENE) INDUSTRIES, INC. ©
Vive la difference; Spray Net. (In Chicago Sunday tribune magazine, Apr. 10, 1960, p.44) © 10Apr60; KK150340.

CURTIS (HELENE) INDUSTRIES, INC.-Con.

Vive la difference. Spray Net; super soft Spray Net. (In Parade, May 8, 1960, p.5) © 8May60; KK151634.

Vive la difference; super soft Spray Net. (In This week magazine, Mar. 27, 1960, p.10) © 26Mar60; KK150014.

CUSSINS & FEARN CO. ©

Employee benefit program. Appl. author: Harry C. Hubbard. © 15Jan60; KK149162.

CUSTOM FINISHERS GUILD.

700 antiques dealers have proved you can make steady profits with this outstanding item; Finish Feeder. (In The Antiques dealer, Dec. 1959, p.31) NM: text. © Albert Y. Woodward d.b.a. Custom Finishers Guild; 1Dec59; KK149596.

CUSTOM PROJECTS CO. ©

Hitch-View; takes the guess out of hooking up, shows you ball and coupler at the same time. Appl. author: Charles I. Blackburn. © 9Jun60; KK151703.

D

DIWWI. SEE Dallas Iron & Wire Works, Inc.

D. MFG. CO. SEE Dolgorukov Manufacturing Co.

DAIRYLINE SALES CO., INC. ©

Margarine. One pound net weight. Appl. author: Walter N. Mirapaul. © 13Nov59; KK148521.

DAIRYPAK BUTLER, INC. ©

Boswell's Frostene. Half gallon liquid. © 5Nov59; KK148628.

Cedar Hill Farms, Inc. salted butter. Terr. des. 1036. One pound net. © 23Dec59; KK149433.

Cedar Hills Farms, Inc. salted butter. Terr. des. 1036. One pound net. © 14Jan60; KK149334.

Dairypak Butler buttermilk is really something to crow about. Rooster. © 28Dec59; KK148350.

Honk, honk. I'm on my way to the store to pick up a few extra 1/2 gallons of Dairypak Butler milk. Swan. © 28Dec59; KK148349.

I could gobble up gallons of refreshing good tastin' Dairypak Butler chocolate milk. Turkey. © 28Dec59; KK148346.

I could make a hog of myself over Dairypak Butler milk. (Pig side panel) © 28Dec59; KK148852.

I never say nay to a glass of refreshing Dairypak Butler milk. (Horse side panel) © 28Dec59; KK148853.

I really get my kicks from Dairypak Butler chocolate milk. Donkey. © 28Dec59; KK148353.

I really set up a howl if I don't get my bowl of good ole Dairypak Butler milk. Dog. © 28Dec59; KK148348.

Ice cream; cherry swirl. Terr. des. 1038. Half gallon liquid. © 20Apr60; KK150929.

Ice cream; New York. Terr. des. 1037. One half gallon liquid. © 29Mar60; KK150930.

Ice cream; strawberry. Terr. des. 1031. Half gallon liquid. © 18Feb60; KK149335.

Ice cream. Terr. des. 1022. One half gallon liquid. © 15Mar60; KK149917.

Ice cream; vanilla. Terr. des. 1034. Half gallon liquid. © 23Dec59; KK149246.

Kit 1. Circus tent cut-outs.

© 18Dec59; KK148569.

Kit 1; code C-1. Ranch house cut-outs.

© 28Dec59; KK148566.

Kit 2. Bingling & Rally, the biggest show on earth, cut-outs. © 18Dec59; KK148568.

Kit 2, code C-2. Bunk house cut-outs. © 28Dec59; KK148567.

Milk. (Cow side panel) Half gallon liquid. © 28Dec59; KK148345.

No butts about it, Dairypak Butler buttermilk is really refreshing. Goat. © 28Dec59; KK148347.

Shoppers' City butter. Territorial design 1032. One pound net weight. © 10Dec59; KK149245.

Stan's lightly salted, sweet cream butter. Terr. des. 1035. One pound net. © 21Dec59; KK149338.

There's no ducking the fact that Dairypak Butler skim milk is the best tasting milk around. Duck. © 28Dec59; KK148351.

Yessir, yessir, I've got three bags full of Dairypak Butler skim milk. Lamb. © 28Dec59; KK148352.

DALINE, GORDON. ©

Mr. Co and Mr. Op; introducing two new trade characters designed to sell co-op services, products, ideas. © 28May59; KK150611.

DALLAS IRON & WIRE WORKS, INC. ©

The nation's new and used car dealers are sold on Kover-King Kar Kovers. Appl. author: Leighton G. Dotson. © 2May60; KK151126.

DANBY FARM.

Another note from Patton's Barbara L. Danby Farm is pleased to be able to announce ... a limited number of small families to serve as foundation herds. (In The Western horseman, May 1960, p.44) © Danby Farm, solely owned by Daniel Langfeld & Beatrice Langfeld; 25Apr60; KK151804.

Another note from Patton's Barbara L. Spring again. (In The Western horseman, Apr. 1960, p.117) © Danby Farm, solely owned by Daniel Langfeld & Beatrice Langfeld; 25Mar60; KK151090.

Another note from Patton's Barbara L. This time I want to introduce my brother, Patton's Cheyenne 37772. (In The Western horseman, Mar. 1960, p.69) © Danby Farm, solely owned by Daniel Langfeld & Beatrice Langfeld; 25Feb60; KK149665.

Another note from Patton's Barbara L. Winter days are very trying for a mother. (In The Western horseman, Feb. 1960, p.61) © Danby Farm, solely owned by Daniel Langfeld & Beatrice Langfeld; 25Jan60; KK148632.

DANIEL (JACK) DISTILLERY.

Many hard maples have been taken from the Hollow ... but they left their descendants, heirs to a Tennessee tradition; Old no.7. (In Los Angeles times, Nov. 16, 1959, pt.4, p.3) Appl. author: William Weston. © Jack Daniel Distillery, Lem Motlow, Prop., Inc.; 16Nov59; KK149295.

DANTON (CHARLES) INC. ©

Investment counsel. Appl. author: Charles Danton. © 7Jan60; KK149117.

DAPRATO STATUARY CO.

Daprato art bulletin. Appl. author: Paul A. Rigali. © Daprato Statuary Co., parent firm of Daprato. No. 265. © 15Feb60; KK149095.

DARYL PRODUCTS CORP. ©

Patio Magic aluminum sliding glass doors. © 15Jun60; KK151947.

Patio-Rama aluminum sliding glass doors. © 15Jun60; KK151948.

Shower Magic aluminum & glass bath enclosures. © 15Jun60; KK151949.

Showerama; quality bath enclosures. Style no.201-60 & other styles. © 18Jan60; KK149231.

DAY-BRITE LIGHTING, INC. ©

Daylume, Daytex plastic enclosures. Section 10, sheet 61-A. Rev. Dec. 1959. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 23Dec59; KK148105.

Daylume, no.6011-DB Controlens enclosures. Section 10, sheet 72. Dec. 1959. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 22Dec59; KK148903.

Daylume, no.6024-DB Controlens enclosures. Section 10, sheet 62-A. Rev. Dec. 1959. Appl. author: Day-Brite Lighting, Inc., employer for hire of L. J. Rozier. © 23Dec59; KK148104.

DAYTON PERFORATORS, INC. ©

Dayton data: punched hole sizes for tapping screws. (Sheet 60) © 21Mar60; KK150243.

Introducing pedigreed KP pups. © 30Dec59; KK150242.

DAZOR MANUFACTURING CO. ©

Soft, diffused lighting by Dazor in desk, table and pedestal models. © 8Mar60; KK149416.

DEARBORN STORES, INC. ©

Pix brand special demitasse blend coffee. Pixie head. Contents 16 oz. Appl. author: John D. Dearborn. © 5Feb60; KK150815.

DECAR PLASTIC CORP.

Plastic school furniture tops. © Decar Plastic Corp. (in notice: Decar Plastic Corp. & Decarlite, Inc., a wholly owned subsidiary); 15Feb60; KK149409.

DECARLITE, INC.

Plastic school furniture tops. SEE Decar Plastic Corp.

DECKER, DAROLD. ©

Exciting, interesting, new, your novelty for 1961; Love Letters, a new & different kind of snapdragon. (In Seed trade buyers guide 1960, p.89) © 1Feb60; KK149035.

DEERING, MARY E. ©

Maple syrup time. © 15Jan60; KK151633.

DE GRAFF, ARTHUR C.

The control of congestive heart failure. SEE CIBA Pharmaceutical Products, Inc.

DELAMERE CO., INC. ©

Goody Wet and Set, new curl paper with a plus. Item no.159. 250 papers. © 2Dec59; KK148221.

New, glamour pins, combs, barrettes, by Goody. Metalflex comb & other hair ornaments. © 9May60; KK151343.

DELINGER, JACK. ©

Jack Delinger, Mr. America ... barbell dumbbell training course. © 1Dec59; KK148456.

DEMAREST, DAVID F. SEE Sargon Products Co.

DENNEY, FRANCES. ©

Next to I love you, how lovely you are; Royal Jelly preparations. (In Vogue, Feb. 1, 1960, p.25) Appl. author: Grant Advertising, Inc. © 1Feb60; KK148977.

DENTAL CORP. OF AMERICA. ©

You've been asking for them; products & laboratory services. © 31Mar60; KK150860.

DESIGN & PRODUCTION, INC. ©

Colorful exhibits on the site ... help builders and their salesmen give quick information and close sales; model ST-60 display panels. Another D & P ready-built. (D & P model ST-60 display panels) Appl. author: Stephen J. Oeko. © 13Apr60; KK152077.

D & P MC-60 dual-purpose display unit. Appl. author: M. Drue Gillis. © 4Apr60; KK150866.

D & P portable display kit, model G-59. Appl. author: M. Drue Gillis, vice president. © 1Jan60; KK148974.

D & P ready-built model R-54; aluminum framed free-standing display. Appl. author: Leonard C. Rennie, president. © 5Dec59; KK150043.

DESIGN DEVELOPMENT CO. ©

Zoom Spout oiler, the flexible spout. © 1Jun60; KK151660.

DETROIT STEEL CORP. ©

DSC Accutronic high C flat CR spring steel lets you put the springiness ... into your high carbon steel stampings. (In New England purchaser, May 1960, p.4) Appl. author: Simons-Michelson Co. © 5May60; KK151422.

DSC Accutronic strip job performance score 99.925% on Knappe & Vogt products. (In The Detroit purchaser, May 1960, p.29) Appl. author: Simons-Michelson Co. © 10May60; KK151421.

DSC LPR long production run; look at these savings that can be yours. (In The Detroit purchaser, May 1960, p.13) Appl. author: Simons-Michelson Co. © 10May60; KK151420.

Five-year record of job performance scored by DSC Accutronic strip. (In The Detroit purchaser, Apr. 1960, p.4) Appl. author: Simons-Michelson Co. © 10Apr60; KK150461.

How a brite wire user sold himself. (In The Detroit purchaser, Feb. 1960, p.21) Appl. author: Simons-Michelson Co. © 10Feb60; KK148969.

How DSC Accutronic strip helps you hold down your stamping and roll-forming unit costs. (In The Detroit purchaser, Feb. 1960, p.45) Appl. author: Simons-Michelson Co. © 10Feb60; KK148968.

How DSC Accutronic strip helps you tighten your control over stamping and roll-forming job costs. (In New England purchaser, Jan. 1960, p.4) Appl. author: Simons-Michelson Co. © 5Jan60; KK148532.

How DSC Accutronic strip service helps stampers and roll-formers control inventory costs. (In New England purchaser, Apr. 1960, p.4) Appl. author: Simons-Michelson Co. © 5Apr60; KK150515.

Look at these LPR benefits as reported by users who broke the small coil habit. (In The Detroit purchaser, June 1960, p.27) Appl. author: Simons-Michelson Co. © 10Jun60; KK152261.

The T & B people say, we are now producing a better connector with DSC Accutronic strip. Endorsed by the Thomas & Betts Co. (In The Detroit purchaser, June 1960, p.12) Appl. author: Simons-Michelson Co. © 10Jun60; KK152260.

This LPR tag on your brite wire coils means greater efficiency in your fabricating operation, at no added cost. (In The Detroit purchaser, Mar. 1960, p.41) Appl. author: Simons-Michelson Co. © 10Mar60; KK149685.

Typical examples how DSC Accutronic strip helps stampers and roll-formers. (In The Detroit purchaser, Mar. 1960, p.51) Appl. author: Simons-Michelson Co. © 10Mar60; KK149686.

DETROIT STEEL CORP. RELIANCE STEEL DIVISION. ©

Dependable Dan says: On-the-spot warehouse steel takes you off the spot in a hurry. Ready-to-use job-fitted sheet and strip steel. (In Chicago purchaser, Feb. 1960, p.120) Appl. author: Simons-Michelson Co. © 8Feb60; KK150287.

DETTY'S FISH GRIPPER. ©

Fish gripper. One no.50. Appl. author: Marshall L. Detwiler. © 3Dec59; KK148581.

Fish gripper. Six no.50. Appl. author: Marshall L. Detwiler. © 3Dec59; KK148582.

DEVORE & RAYNOLDS CO., INC. ©

Devore marine paints; helpful, new color card on the improved Devore paint line. (In Maritime reporter, Sept. 15, 1959, p.38) © 15Sep59; KK149034.

Devran epoxy coatings for marine corrosion control. (In Maritime reporter, Aug. 15, 1959, p.28) © 15Aug59; KK149455.

DIBLEY, RAYMOND A. SEE Diroxo Co.

DICK, CHARLES MATHEWS. © The arrow coaster. © 19Dec59; KK148215.

DICKERMAN, DON.

Filtrated and infiltrated whiff 'o the woods. SEE Balsam Cigarettes. High filtration. SEE Sage Cigarettes.

DILLEY, MARTIN & HESS, INC. SEE United States Pub. Co., Inc.**DINAH'S, INC. ©**

Original recipe, fried chicken. © 2Nov59; KK150458.

DIROXO CO.

Diroxo, new ... roof flange with hidden values. Appl. author: Better Brochures. © Raymond A. Dibley, Charles C. Rosselle & Frank Birkenshaw d.b.a. Diroxo Co.; 28Feb59; KK147957.

DISNEY (WALT) PRODUCTIONS. ©

Walt Disney's Krazy Ikes; make hundreds of interesting toys. Ages 3 to 8 years. No.4751. Authorized ed. © 15Feb60 (in notice: 1959); KK151254.

DIXIE CUP DIVISION, AMERICAN CAN CO. SEE American Can Co. Dixie Cup Division.**DIXIE WAX PAPER CO. ©**

Shy-Ann potato chips. Twis-Top bag. Net wt. 16 oz. Appl. author: Art Harkham. © 27Apr60; KK151689.

DOLGIN CORP. ©

Arthritis, rheumatism, muscular pains; now get relief or get your money back. (In Rochester democrat and chronicle, May 31, 1960, p.27) Appl. author: Victor van der Linde Co. © 31May60; KK151580.

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Un mensaje de importancia; artritis, reumatismo, dolores musculares. (In El Diario de Nueva York, Mar. 1, 1960, p.7) Appl. author: Victor van der Linde Co. © 1Mar60; KK149687.

A message of importance; arthritis, rheumatism, muscular pains. (In Chicago daily tribune, Feb. 26, 1960, p.2) Appl. author: Victor Van Der Linde Co. © 26Feb60; KK149293.

DOLGORUKOV, GREGORY S. SEE Dolgorukov Manufacturing Co.**DOLGORUKOV MANUFACTURING CO.**

Dolgorukov Detroit drafting instruments that are better engineered and better made, much better. (In The Journal of engineering graphics, Feb. 1959, p.33) © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 15Feb59 (in notice: 1958); KK148381.

Guide-Liner lettering instrument; Slot-Letter lettering guide. (In The Journal of engineering drawing, Nov. 1957, p.32) © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 15Nov57; KK149080.

Slot-Letter lettering guide, standard model. (In The Journal of engineering drawing, May 1958, p.1) © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 15May58; KK149081.

T-squares. (In The Journal of engineering graphics, May 1959, p.32) © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 15May59; KK149082.

Tablet T-square, the long needed aid. (In The Journal of engineering drawing, Feb. 1958, p.9) © Gregory S. Dolgorukov d.b.a. Dolgorukov Manufacturing Co.; 15Feb58; KK149079.

DOLSON, JACK C. ©

The secret is in Sof-twisting Holsum; enriched bread. © 7Nov59; KK148135.

DONALDSON, LUFKIN & JENRETTE, INC. ©

Common stock and common sense. Appl. authors: William H. Donaldson, Dan W. Lufkin & Richard H. Jenrette. © 15Dec59; KK148218.

DONNELLEY (REUBEN H.) CORP. ©

Yorke statistical bulletin. Time loss: patterns, acute and chronic. Modern drugs. Appl. author: Yorke Pub. Co., subsidiary of Reuben H. Donnelley Corp. © 23May60; KK151962.

DONNELLY (JOHN) & SONS. ©

April buying guide. © 1Apr60; KK150316.

February buying guide. © 1Feb60; KK149176.

January buying guide. © 4Jan60; KK148277.

March buying guide. © 1Mar60; KK149497.

Public utility uses outdoor to sell the public. Advertising. (In Greater Boston business, Dec. 1959, p.37) © 28Dec59; KK148084.

Win 3 cars, 1 speedboat, 10-day trip for 2 to Hawaii, via United Airlines, at the Mayor's charity field day. (In Boston globe, June 3, 1960, p.28) © 3Jun60; KK151705.

Your June buying guide.

© 1Jun60; KK151706.

Your May buying guide. © 2May60; KK150944.

DONNELLY ELECTRIC & MANUFACTURING CO. ©

Let the House of Donnelly add the finishing touch; electric signs. (In New England architect and builder, Feb. 1960, p.45) © 1Feb60; KK150315.

DONNELLY ELECTRIC & MANUFACTURING CO.-Con.

Sales letters written in steel fashioned by the House of Donnelly. Signs. (In Boston globe, Aug. 26, 1959) © Donnelly Electric & Mfg Co. (in notice: Donnelly Electric Manufacturing Co.); 26Aug59; KK148030.

Signs from the house of Donnelly. (In Greater Boston business, Aug. 15, 1959, p.5) © 15Aug59; KK148913.

A T-square tall as a room. Electric signs. © 1Jul59; KK148454.

Your electric display; it happens after dark. (In The Boston globe, Dec. 9, 1959, p.19) © 9Dec59; KK148083.

DORMAN, MARY. ©

This little birthday bucket is meant for you alone. © 1Feb60; KK150171.

This party pail is all for you and everything that's in it, too. © 1Feb60; KK150392.

DORMAN'S. ©

Genuine \$65 lightweight 2/80's suits, \$43 & forty three cents. (In Los Angeles times, May 31, 1960, pt.1, p.10) © 31May60; KK151662.

DOTHAN OIL MILL CO. ©

Heart O' Corn pure corn oil. Contents 1 quart net. © 7Apr60; KK151597.

DOUGLAS FURNITURE CORP. ©

Value analysis. (In Home furnishings daily, Jan. 4, 1960, p.7) © 4Jan60; KK148483.

DOW CHEMICAL CO. ©

Handi-Wrap, new food wrap discovery. 100 feet. © 16Jan60; KK150091.

Saran Wrap, new easy to use package. 25 ft. © 22Jul59; KK149508.

Saran Wrap; queen size, extra wide. 25 ft. © 26Nov59; KK148730.

Saran Wrap squares. 50 square sheets. © 1Mar60; KK150090.

DOW JONES & CO., INC. ©

5 seconds ago you had a great opportunity. Instant news service. (In New York herald tribune, Dec. 17, 1959, p.40) Appl. author: A. A. Anastasia. © 17Dec59; KK148080.

Mr. Business Man: for 1960, can you afford to be without this major appliance of the big money-makers? Instant news service. (In New York herald tribune, Dec. 21, 1959, p.34) Appl. author: A. A. Anastasia. © 21Dec59; KK148081.

DOYLE PACKING CO. ©

Strongheart Dog Food. Net weight one pound. © 15Apr60; KK151473.

DREWRY LTD. U.S.A., INC. ©

Big D makes the big difference in fun; beer. (In Chicago Sunday tribune magazine, Mar. 27, 1960, p.5) Appl. author: Norman Fox. © 27Mar60; KK150081.

More fun; Big D, Drewry's beer. Appl. author: Norman Fox. © 1Apr60; KK150357.

More fun, more flavor, less filling; Big D, Drewry's beer. Appl. author: Norman Fox. © 1Mar60; KK150358.

DUDE RANCH FOODS. ©

Festival Queen strawberry drink. Contents: 1 pint 13 fl. oz. © 2Feb60; KK149331.

DUNCAN COFFEE CO. ©

For you, the coffee you'd drink if you owned all the coffee in the world. Instant Maryland Club. (In The Saturday evening post, Jan. 23, 1960, p.73) Appl. author: Clay Stephenson Associates, Inc. © 23Jan60; KK148342.

For you, the coffee you'd drink if you owned all the coffee in the world; Maryland Club. (In The Saturday evening post, Feb. 6, 1960, p.91) Appl. author: Clay Stephenson Associates, Inc. © 6Feb60; KK148863.

Live graciously; elegant silver candlesticks imported from England. Maryland Club. (In The Houston chronicle, May 10, 1960, section 3, p.4) Appl. author: Clay Stephenson Associates, Inc. © 10May60; KK151215.

DUNN, THOMAS W. SEE Reduceall.

DUOFOLD, INC. ©

Newest style in the cold, wear amazing Duofold underwear; wear lighter, more comfortable outerwear. (In Field & stream, Oct. 1959, p.93) Appl. author: William Jacoby. © 24Sep59; KK151994.

DUPLEX REVOLVING RECORD RACK PROMOTION DIST., INC. ©

A money-making side line business; records for sale. © 1Apr60; KK150745.

DURALAB EQUIPMENT CORP. ©

Slimline and conventional chemical fume hoods; laboratory furniture & equipment. (Catalog DH6) © 2Feb60; KK150734.

Superior quality; manufacturers & designers of Duralab laboratory furniture & equipment; labs that last. (Catalog D5) © 10Dec59; KK150626.

DURKEE FAMOUS FOODS. ©

New from Durkee, a fresh approach to profit; Spicy Spuds. Spices; Melvo frying shortening. (In Drive-in management, Apr. 1960, p.36-37) Appl. author: Meldrum & Fewsmith, Inc. © 1Apr60; KK151540.

DURO-LITE LAMPS, INC. ©

Crystalline; cut-glass elegance in light bulbs. Appl. author: Douglas Hill. © 14Oct59; KK148398.

Duro-Lite Fluorescent bulb; outlasts, outshines all others, in all weather. Appl. author: Douglas Hill. © 4Nov59; KK148394.

New, Duro-Lite bulbs; last 3 times longer, maximum light. Appl. author: Douglas Hill. © 16Sep59; KK148396.

New, Duro-Lite 3-way bulbs; last 3 times longer and stay 3-way all the way. Appl. author: Douglas Hill. © 23Sep59; KK148395.

New; 32 years of creative research bring you Duro-Lite Fluorescent, the electric light bulb with gas-flame charm. Appl. author: Douglas Hill. © 21Oct59; KK148393.

21 bright new ways to decorate and illuminate with Duro-Lite bulbs. Appl. author: Douglas Hill. © 14Oct59; KK148397.

DURO-TEST CORP. ©

Brilliant and clean end-to-end; 17,000 user hours. Fluorescent lamps. Appl. author: Roland W. Tiemann. © 31May60; KK152143.

Fluomeric, industry's most powerful light bulb; brightest bulb you can use, without ballast. Appl. author: Roland W. Tiemann. © 13Apr60; KK152145.

Fluomeric, industry's most powerful light bulb. (In Electrical equipment, Apr. 1960, p.43) Appl. author: Roland W. Tiemann. © 13Apr60; KK152144.

Sparkelites; glimmering, glittering points of light. Appl. author: Roland W. Tiemann. © 2Sep59; KK148392.

Turquoise, for easy seeing in industry. Appl. author: Roland W. Tiemann. © 26Aug59; KK148391.

Turquoise; the lamp that reduces eye-strain. Appl. author: Roland W. Tiemann. © 19Aug59; KK148390.

E

E.A.C.M. CO. SEE Engel Art Corners Manufacturing Co.

E. D. B. CO. SEE Bullard (E. D.) Co.

E. P. C. SEE Eskimo Pie Corp.

ETDC. SEE Early Times Distillery Co.

EARLY TIMES DISTILLERY CO. ©

Buy now and save; bourbon. (In Birmingham post-herald, Nov. 25, 1959, p.17) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 25Nov59; KK150495.

Early Times true old-style Kentucky bourbon offers this April special. (In Alaska beverage analyst, Apr. 1, 1960, p.12) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Apr60; KK152176.

Enjoy the true old-style Kentucky bourbon. [Buffet supper on patio] (In True, June 1960, p.21) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 19May60; KK152180.

Enjoy the true old-style Kentucky bourbon. [Fishing scene] (In Los Angeles times, Apr. 7, 1960, p.16) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 7Apr60; KK152175.

Enjoy the true old-style Kentucky bourbon. [Left hand holding bottle; right hand holding manhattan] (In The Billings gazette, Feb. 4, 1960, p.18) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Feb60; KK152173.

Enjoy the true old-style Kentucky bourbon. [Movie camera showing film of couple fishing] (In Sports illustrated, Mar. 14, 1960, p.58) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 11Mar60; KK152179.

Eye stopper; bourbon. (In Northwest beverage journal, Dec. 1959, p.25) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 15Dec59; KK150497.

First for flavor, Early Times. (In Los Angeles Dodgers program 1960, p.24) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2May60; KK152177.

Give the true old-style Kentucky bourbon; beautifully gift-wrapped for the holidays. (In Chicago daily tribune, Nov. 18, 1959, pt.3, p.20) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 18Nov59; KK150494.

Give the true old-style Kentucky bourbon. (In Los Angeles examiner, Nov. 4, 1959, p.9) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 4Nov59; KK150491.

Give the true old-style Kentucky bourbon. [Male hands holding high-ball, bottle & box against background of Christmas tree ornaments] (In True, Dec. 1959, p.25) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 19Nov59; KK150496.

In the space of a case of Early Times, there's pleasure for your customers and profit for you. (In Southern beverage journal, Mar. 1960, p.31) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Mar60; KK152181.

In traditional fifth or handy flask, enjoy the true old-style Kentucky bourbon. (In Los Angeles examiner, Sept. 2, 1959, p.8) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 2Sep59; KK150492.

- More sales, more turnover; Early Times announces new lower prices on three popular sizes. (In The Kentucky beverage journal, Mar. 1960, p.9) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Mar60; KK152178.
- National mixed drink competition; judges instructions and official tally sheet. Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 1Sep59; KK152182.
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- EAST HOUSE ENTERPRISES, INC. ©**
Color-bags for wines and spirits; for easy gift-giving. © 26May60; KK152190.
- Fool's gold, 1849. An exciting variety of gold ornaments to add flair to your gift wrapping. © 26May60; KK152189.
- EASTERN INDUSTRIES, INC. ©**
Electro-Matic radar vehicle detector, model RD-2. Traffic Actuated. (Bulletin D-165) © 17May60; KK151487.
- EASTMAN KODAK CO. ©**
Brownie Starmeter outfit; electric-eye measures the light. No.29H. © 8Jan60; KK150903.
- ECONOMICS LABORATORY, INC. ©**
New crystalline Soilax has twice the active detergent power of any all-purpose liquid cleaner. (In Everywoman's family circle, Mar. 1960, p.107) Appl. author: Kaster Hilton Chesley Clifford & Atherton, Inc. © 18Feb60; KK149091.
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- EDLO, INC. ©**
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- EDWARDS & DEUTSCH LITHOGRAPHING CO. ©**
Noel. Christmas greeting card. © 16Dec59; KK148295.
- EKCO-AUTOYRE DIVISION, EKCO PRODUCTS CO.**
SEE Ekco Products Co. Ekco-Autoyre Division.
- EKCO PRODUCTS CO. ©**
Famous Ekco Waverly Edge now at popular prices; 5" utility knife. (In Chain store age, variety store managers' ed., Nov. 1959, p.61) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 7Nov59; KK149949.
- The first new kind of knife in your lifetime revolutionizes cutlery sales; Waverly Edge. (In Housewares review, Aug. 1959, p.4 of cover) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 28Jul59; KK150260.
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- Housewares festival; Flint, the finest products made. Kitchen tool Susan holdster set & 2 other products. (In Hardware retailer, Aug. 1959, p.106) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 1Aug59; KK149947.
- New, matching kitchen gifts to give or get; Flint. Double boiler, pie plates & refrigerator pans. (In The Ladies' home journal, Oct. 1959, p.149) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 29Sep59; KK148985.
- New, matching kitchen gifts to give or get; Flint. Masher, bowl & other products. (In Better homes & gardens, Nov. 1959, p.16) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 20Oct59; KK148987.
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- New top sellers from Flint. Kitchen tool Susan holdster set & 2 other products. (In Housewares review, Oct. 1959, p.4 of cover) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 28Sep59; KK150257.
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- What's our angle? The best repeat cutlery business you've ever seen; Waverly Edge. (In Housewares review, Mar. 1960, p.4 of cover) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 26Feb60; KK150259.
- EKCO PRODUCTS CO. EKCO-AUTOYRE DIVISION. ©**
Nothing stirs her imagination and sparks your sales like Ekco foilware. C440, 9" deep pie plate [& other items] (In Chain store age, variety managers' ed., Jan. 1960, p.176-177) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 7Jan60; KK149950.
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Direct flights to all four. (In The New York times, Feb. 9, 1960, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 9Feb60; KK149429.
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- Direct flights to Rome. (In The New York times, Feb. 17, 1960, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 17Feb60; KK149426.
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- Otto Preminger. El Al Israel Airlines is now flying Preminger and company to Israel for the filming of Exodus. (In The New York times, Mar. 7, 1960, p.15) Appl. author: Doyle Dane Bernbach, Inc. © 7Mar60; KK150236.
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- What has 13 extra legs, and flies? Jet-prop Britannia. (In New York herald tribune, May 31, 1960, p.10-11) Appl. author: Doyle Dane Bernbach, Inc. © 31May60; KK152099.
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Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1960; issue no.
1. © 22Jan60; KK148549.
2. © 17Feb60; KK149126.
3. © 30Mar60; KK150173.
4. © 21Apr60; KK151399.
5. © 18May60; KK151400.
6. © 20Jun60; KK152027.
- ELECTRIC REGULATOR CORP. ©**
Accessories for STR regulators; Magohm. © 22Jan60; KK148652.
Brushless rheostat; Regohm transducer. (Bulletin 5.501) © 13Mar60; KK149865.
Brushless Rheostat for reliable conversion of low level mechanical motion into electrical action; Regohm transducer. Bulletin 5.501. © 26Jan60; KK148565.
Control directly from microwatt signals; Regohm meter relay. (Bulletin 5.504) © 21Mar60; KK149771.
Static voltage regulators for rotating exciters on single or three phase alternators; Magohm. © 22Jan60 (in notice: 1959); KK148651.
Transducer; selection, application, specifications. Regohm. © 13Mar60; KK149864.
- ELECTROLUX CORP. ©**
Floor cleaner and wax stripper. Net contents one U.S. gallon. © 30Apr59; KK147945.
Furniture polish and cleaner; silicones + carnauba wax. Net contents: 12 fluid ounces. © 1Mar60; KK149285.
Profit planner. Cleaners. © 23Feb60; KK149284.
Terrazzo sealer-polisher for masonry floors. Contents one gallon. © 20Oct59; KK148470.
Your Electrolux floor care selector helps you select the right wax for each floor. © 17Dec59; KK148952.

ELECTRONIC MEASUREMENTS CORP. ©
Operating manual, EMC model 211.
© 29Apr60; KK151941.

ELECTROTHERMAL ENGINEERING, LTD. ©
Electric melting point apparatus.
Publication no.322. London.
© 23Nov59; KKFO-10.

ELGLO ENTERPRISES. ©
Natro, for any number of players.
Appl. author: Gloria Gersten.
© 25Feb60; KK149410.

ELKAY MANUFACTURING CO. ©
New Cuisine Centre from Elkay; sensation-
al, it's the successor to the
kitchen sink. (In Kitchen business,
Dec. 1959, p.73) © 1Dec59; KK149943.

EL PASO NATURAL GAS PRODUCTS CO. ©
Exact fuel for your car regardless of
make or model; see how they run, 7
precision-blended gasolines. Red
Flame. Appl. author: Sidney T.
Strain, Jr. © 21Mar60; KK151560.
Only your El Paso-Dixie service stations
offer the thriftiest way to buy gaso-
line ever invented; precision-blend-
ing pump. Red Flame. Appl. author:
Sidney T. Strain, Jr. © 21Mar60;
KK151558.
6 out of 10 motorists have been forced
to buy the wrong gasoline; Red Flame.
Appl. author: Sidney T. Strain, Jr.
© 21Mar60; KK151559.

EL PRODUCTO CIGAR CO., INC. ©
First puff, last puff, every puff in
between; El Producto spells mild.
Blunt. (In The Buffalo courier-
express, Mar. 13, 1960, section C-4)
© 13Mar60; KK150224.
First puff, last puff, every puff in
between; El Producto spells value.
Bouquet. (In New York Sunday news,
Mar. 20, 1960, p.135) © 20Mar60;
KK150225.

EMPIRE SLIP-ON HOOK CO. ©
1/2 hour and still poor hanging,
4 1/2 minutes and perfect hanging
with Empire Slip-On drapery hooks.
(In Good housekeeping, Feb. 1959,
p.156) © 20Jan59 (in notice: 1958);
KK151360.

ENGEL ART CORNERS MANUFACTURING CO. ©
Vinyl pressure sensitive Art Corners.
Boxette contains approx. 80.
Appl. author: J. W. Poorman.
© 23Jun60; KK152184.

ENURSTONE CO. ©
Bed wetting problem? (In Minneapolis
star & tribune, Apr. 13, 1960,
p.31) NM: pictorial. © Enurstone
Co., owner, Edward H. Bodine; 3Apr60;
KK150854.
No camp for bedwetters. (In Minne-
apolis star & tribune, June 5, 1960)
© Enurstone Co., Edward H. Bodine,
owner; 5Jun60; KK151612.
Wet the bed? (In Minneapolis star &
tribune, Mar. 6, 1960, p.10)
Appl. states prev. pub. 14Feb60.
NM: additions. © Enurstone Co.,
Edward H. Bodine, owner; 19Feb60;
KK149363.
Wet the bed? (In Minneapolis star &
tribune, May 1, 1960, p.10) Appl.
states prev. pub. Feb. 19, 1960.
NM: pictorial. © Enurstone Co.,
Edward H. Bodine, owner; 1May60;
KK150711.

EQUITABLE LIFE ASSURANCE SOCIETY OF THE
UNITED STATES. ©
Businessmen discover how to raise large
sums when needed most. Case no.659
& 2 other case histories. (In
Nation's business, Mar. 1960, p.29)
Appl. author: Foote, Cone & Belding.
© 25Feb60; KK149896.

The Equitable Life of George E. Haney
in Columbus, Ohio. (In The Insurance
field, Feb. 5, 1960, p.19) Appl.
author: Foote, Cone & Belding.
© 5Feb60; KK149897.

The Equitable Life of Joe H. Gerson in
Atlanta, Georgia. (In The Insurance
field, Mar. 4, 1960, p.9) Appl. au-
thor: Foote, Cone & Belding.
© 4Mar60; KK149899.

The Equitable life of Max Cohen in
Philadelphia, Pa. (In The Insurance
field, Apr. 29, 1960, p.17) Appl.
author: Foote, Cone & Belding.
© 29Apr60; KK151283.

The Equitable life of Max Schneid in
Jersey City, N.J. (In The Insurance
field, Apr. 1, 1960, p.10) Appl. au-
thor: Foote, Cone & Belding.
© 1Apr60; KK150812.

The Equitable life of Peter Thompson
in Los Angeles. (In The Eastern
underwriter, May 27, 1960, p.4 of
cover) Appl. author: Foote, Cone &
Belding. © 27May60; KK151864.

The Equitable life of Robert E. Bowlus
in Baton Rouge, La. (In The Insur-
ance field, Apr. 15, 1960, p.9)
Appl. author: Foote, Cone & Belding.
© 15Apr60; KK150897.

Guess what's insured in this picture?
(In Successful farming, Mar. 1960,
p.85) Appl. author: Foote, Cone &
Belding. © 15Feb60; KK149806.

Health education materials for assur-
ance of a fuller life; catalog.
No.976-341. © Equitable Life Assur-
ance Society of the United States
(in notice: Equitable Life Assurance
Society); 6Apr59; KK150226.

Health education materials for assur-
ance of a fuller life; catalog.
No.976-341 R-9-59. NM: "additional
text." © Equitable Life Assurance
Society of the United States (in
notice: Equitable Life Assurance
Society); 29Oct59; KK150225.

How a ball with lift can lift your
average; free bowling book by Don
Carter. (In Sports illustrated,
Apr. 18, 1960, p.9) Appl. author:
Foote, Cone & Belding. © 15Apr60;
KK151261.

How a ball with lift can prevent
splits; free bowling book by Don
Carter, greatest bowler of all time.
(In Sports illustrated, Apr. 4,
1960, p.5) Appl. author: Foote,
Cone & Belding. © 1Apr60; KK150281.

How can you measure the progress of
a city? (In Chicago's American,
Jan. 26, 1960, section 2, p.11)
Appl. author: Foote, Cone & Belding.
© 26Jan60; KK150285.

How much can you expect to do at 70?
(In Sports illustrated, Oct. 19,
1959, p.17) Appl. author: Foote,
Cone & Belding. © 16Oct59; KK148505.

How to become better looking. (In
Sports illustrated, Nov. 23, 1959,
p.17) Appl. author: Foote, Cone &
Belding. © 20Nov59; KK148500.

How to boost your score in just one
week; free bowling book by Don
Carter, greatest bowler of all time.
(In Sports illustrated, Mar. 21,
1960, p.15) Appl. author: Foote,
Cone & Belding. © 18Mar60;
KK150279.

How to fight fatigue. (In Sports
illustrated, Nov. 16, 1959, p.53)
Appl. author: Foote, Cone & Belding.
© 13Nov59; KK148471.

How to find more energy. (In Sports
illustrated, Nov. 9, 1959, p.9)
Appl. author: Foote, Cone & Belding.
© 6Nov59; KK148501.

Is it true that farm kids have more
fun? (In Capper's farmer, Nov.
1959, p.17) Appl. author: Foote,
Cone & Belding. © 1Nov59; KK148503.

Is this kind of farm in his future?
(In Farm journal, May 1960, p.32)
Appl. author: Foote, Cone & Belding.
© 23Apr60; KK151262.

New agency for Macon. (In The Macon
telegraph & news, Sept. 20, 1959,
p.2) Appl. author: Foote, Cone &
Belding. © 20Sep59; KK148490.

New techniques for raising cash help
businessmen to solve problems. (In
Nation's business, Apr. 1960, p.33)
Appl. author: Foote, Cone & Belding.
© 25Mar60; KK150811.

One man has retired, one man is still
working away; Equitable living in-
surance makes the difference. (In
Life, June 20, 1960, p.121) Appl.
author: Foote, Cone & Belding.
© 16Jun60; KK152234.

One man has retired, one man is still
working away. (In Life, Apr. 18,
1960, p.119) Appl. author: Foote,
Cone & Belding. © 17Apr60;
KK150803.

One of these women will get a larger
monthly income during the years
when it's most needed. (In Life,
Mar. 7, 1960, p.17) Appl. author:
Foote, Cone & Belding. © 4Mar60;
KK150284.

One woman went to work, one woman was
provided for; Equitable living in-
surance makes the difference. (In
Life, May 9, 1960, p.19) Appl. au-
thor: Foote, Cone & Belding.
© 5May60; KK151274.

One young girl went to college, one
young girl stayed home; Equitable
living insurance makes the difference.
(In Life, May 30, 1960, p.83) Appl.
author: Foote, Cone & Belding.
© 26May60; KK151867.

One young man is burdened, one young
man is not. (In Life, Mar. 28,
1960, p.3) Appl. author: Foote,
Cone & Belding. © 24Mar60;
KK150804.

Picture of progress; assured life in-
come insurance. (In Life, Feb. 22,
1960, p.93-95) Appl. author: Foote,
Cone & Belding. © 18Feb60;
KK149800.

Secret of a longer life. (In Sports
illustrated, Dec. 7, 1959, p.43)
Appl. author: Foote, Cone & Belding.
© 4Dec59; KK148185.

Should a man cut down when he reaches
40? (In Sports illustrated, Oct. 26,
1959, p.5) Appl. author: Foote, Cone
& Belding. © 23Oct59; KK148504.

Something new on Travis Street.
(In The Houston post, Dec. 22, 1959,
section 4, p.5) Appl. author: Foote,
Cone & Belding. © 22Dec59;
KK148489.

Something new on West Seventh Street.
(In Fort Worth star-telegram,
Dec. 21, 1959, p.29) Appl. author:
Foote, Cone & Belding. © 21Dec59;
KK148186.

Why it pays to have skilled outsiders
tell your employees about company
benefits; employee programming
service. (In Nation's business,
June 1960, p.27) Appl. author:
Foote, Cone & Belding. © 25May60;
KK151865.

The younger they start, the younger
they'll stay. (In Sports illustrat-
ed, Nov. 2, 1959, p.10) Appl. au-
thor: Foote, Cone & Belding.
© 30Oct59; KK148502.

Your most priceless crop. (In
Successful farming, Apr. 1960,
p.135) Appl. author: Foote, Cone
& Belding. © 21Mar60; KK150280.

ERICKSON (M.) BAKERY. ©
American Beauty enriched bread.
Net wt. 1 1/2 lbs. © 16May60;
KK151231.

ESKIMO PIE CORP. ©

Butter brickle ice cream biscuit.
Contains 6. Contents 2 1/2 fl. oz.
each. Appl. author: Eastern Ad-
vertising Agency. © 14Jan60;
KK148644.

Peppermint patty; the newest ice cream
treat. Appl. author: Embosograf Co.
© 15Sep59; KK148515.

ESSEX ARTISTS CO.

Heritage portraits. © Doris Jones
d.b.a. Essex Artists Co.; 15Dec59;
KK148386.

ESTAMAE RHYTHM RECORDS.

Estamae's circus fun and ball bouncing.
(Album no.4) © Dorothy MacFarlane
Hubersberger d.b.a. Estamae Rhythm
Records & John L. MacFarlane, exec-
utor of the estate of Estamae
MacFarlane (in notice: Estamae
MacFarlane); 8Sep59; KK151555.

ESTEEM ASSOCIATES. ©

How to succeed with your hidden
treasures, from the golden voice
of Bill Stern. As written by Billy
Burden. © 6Jun60; KK151851.

EURAM FOODS, INC. ©

Crema filled Swiz-rolls. Net wt.
1 1/2 oz. © 31Mar60; KK150405.

EUTECTIC WELDING ALLOYS CORP. ©

EutecRod 80FC, torch; flux coated for
steel. White coating. © 6May60;
KK151334.

EutecRod 80, torch, for steel. Orange
tip. © 6May60; KK151335.

EVANS' (L. B.) SON CO. ©

Archery, 400 years ago; casuals. Del
Rey genuine deer. (In Sports illus-
trated, May 16, 1960, p.82) Appl.
author: Hoag & Provandie, Inc.
© 13May60; KK151999.

Casually speaking, Evans comfort means
profits; slippers. Cherokee tan or
black saddle leather, 2198. (In
Footwear news, Dec. 11, 1959, p.88)
Appl. author: Hoag & Provandie, Inc.
© 11Dec59; KK148087.

Casually speaking, Evans reputation
means profits; slippers. Balboa
Chief California glove leather,
2950. (In Footwear news, Nov. 13,
1959, p.28) Appl. author: Hoag &
Provandie, Inc. © 13Nov59;
KK148082.

Deep down comfort; casuals. Saratoga.
(In Sports illustrated, June 13,
1960, p.78) Appl. author: Hoag &
Provandie, Inc. © 10Jun60;
KK152000.

Hockey, 260 years ago. Cush-N-Moc;
casuals. (In Sports illustrated,
Mar. 14, 1960, p.10) Appl. author:
Hoag & Provandie, Inc. © 11Mar60;
KK151937.

Jousting, 500 years ago. Sahara
boot; casuals. (In Sports illus-
trated, Apr. 18, 1960, p.90) Appl.
author: Hoag & Provandie, Inc.
© 15Apr60; KK151936.

The most comfortable man at the rink
wears Evans slippers. Balboa chief,
2950. (In Sports illustrated,
Dec. 14, 1959, p.54) Appl. author:
Hoag & Provandie, Inc. © 11Dec59;
KK148158.

Yet the rich gift of leisure; slippers
for men. Pioneer, no.1600 [& 2 other
styles] (In Life, Dec. 7, 1959,
p.116) Appl. author: Hoag & Pro-
vandie, Inc. © 3Dec59; KK148162.

EVANS & BRISEBOIS. ©

Discriminating women ad series for
furniture stores. Nos.1-12.
Appl. author: Leslie A. Brisebois,
owner. © 1Feb60; KK149961.

EVERSHARP PEN CO.

If your heart is bigger than your
pocketbook. Ball point. (In New
York Journal American, Dec. 7, 1959,
p.16) © Eversharp Pen Co., a divi-
sion of the Parker Pen Co.; 7Dec59;
KK148026.

Irresistibly feminine. Tiara; Gamin;
Teena. Ball point. (In Seventeen,
Dec. 1959, p.46) © Eversharp Pen
Co., a division of the Parker Pen
Co.; 1Dec59; KK148025.

EVERSHARP PEN CO. PARKER PEN CO.

SEE Parker Pen Co.

EXOTIC FOODS CO. ©

Cheng's Chinese barbecue sauce.
Contents 8 fl. oz. © 5May60;
KK151498.

F

F. & B. MANUFACTURING CO. ©

Ignition authorized service Filko;
crown jewel quality. Appl. author:
Hanson & Stevens, Inc. © 28Oct59;
KK150573.

F. CO. SEE Fruzola Co.

FD, INC. SEE Fashion Demonstrations,
Inc.

F.I.I. SEE Forney Industries, Inc.

FPC. SEE Filon Plastics Corp.

F. P. C. SEE Flambeau Plastics Corp.

FABER (EBERHARD) TOY & GAME CO., INC. ©

Chess and checkers mosaic. 5425.
This set contains grout adhesive tile
etc.; pre-formed playing board.
Appl. author: Ned Strongin.
© 1Apr60; KK151253.

Colorgraph; 4 color printing set.
5345. Appl. author: Ned Strongin.
© 1Apr60; KK151252.

Creative mosaic with genuine ceramic
tile. 5320/300. Appl. author: Ned
Strongin. © 15Jan60; KK149114.

Hobby art set. Paint with pencil,
color by number, magic black art.
5335. Appl. author: Ned Strongin.
© 15Jan60; KK149113.

Magic black texture painting; fun for
the entire family. 5230/200. Appl.
author: Ned Strongin. © 15Jan60;
KK149115.

Origami, the Oriental art of folding
paper; large set. 5215. 18 Origami
projects. Appl. author: Ned Stron-
gin. © 1Apr60; KK151251.

Origami, the Oriental art of paper
folding; deluxe set. 5315. 24
Origami projects. Appl. author: Ned
Strongin. © 1Apr60; KK151249.

Origami, the oriental art of paper
folding. 10 Origami projects.
5115/100. Appl. author: Ned Strongin.
© 15Jan60; KK149116.

Perma-Color textile decoration set.
5340. Appl. author: Ned Strongin.
© 1Apr60; KK151250.

Stay-Put checker set. 5255. Appl.
author: Ned Strongin. © 1Apr60;
KK151248.

Tak Tics, the game of skill, the game
of strategy. 5370. Appl. author:
Ned Strongin. © 1Apr60; KK151227.

FABERGE, INC. SEE Marklen. Juliette.

FABRICON PRODUCTS. ©

Bohark Stuffing, enriched bread. Net
weight 1 lb. 2 oz. © 20Nov59;
KK148467.

FACTOR (MAX) & CO. ©

Beware, the shiny film your cleanser
leaves contains dirt, invites clogged
pores and blackheads; Facial Bath.
(In Good housekeeping, Feb. 1959,
p.103) © 1Feb59; KK150247.

Max Factor creates Pan-Cake make-up
perfection for the woman who meets
over 12 people a day. (In Vogue,
Oct. 1959, p.69) © 1Oct59;
KK151769.

FAIRBANKS WARD INDUSTRIES, INC. ©

40 pc. deluxe ... drill set and
soldering iron kit. Hellman. (In
Star news, Culver City, Calif.,
Apr. 13, 1960, p.6) Appl. author:
Robert Larson. © 13Apr60; KK150912.

Golden Crown instant starting power
mower. Friedman's. (In The Durham
sun, Apr. 7, 1960, p.9-C) Appl. au-
thor: Robert Larson. © 7Apr60;
KK150680.

Not 22", not 24", but a giant 26-inch
swath cut, super quality power mower.
Sullivan Bros. (In Binghamton Press,
Feb. 17, 1960, p.43) Appl. author:
Robert Larson. © 17Feb60; KK150485.

Twist-Lock complete home workshop.
Home Furniture Co. (In The Blade
pictorial, Toledo, Apr. 3, 1960,
p.39) Appl. author: Robert Larson.
© 3Apr60; KK150681.

FAIRMONT RAILWAY MOTORS, INC. ©

W55 series C weed burner and snow
melter. Bulletin 699C. Appl. au-
thor: R. B. Evans. © 20Jan60;
KK148605.

W99 series B spot tamper. Bulletin
786A. Appl. author: R. B. Evans.
© 3Feb60; KK148764.

FALSTAFF BREWING CORP. ©

It's Falstaff time. (Poster 60-33)
Appl. author: Paul Gioni.
© 1Mar60; KK149314.

FAMILY RECORD PLAN, INC. ©

A famous mother treasures this portrait.
This is Lisabette; her mother is
better known as Jeanne Crain. (In
Parents' magazine, July 1960, p.70)
Appl. author: Zepha Bogert.
© 1Jul60; KK152076.

Managers spotlight, v.2, issue no.2.
14th anniversary treasure hunt.
Appl. author: Zepha Bogert.
© 1May60; KK150953.

FANT MILLING CO. ©

For the men in your life; Gladiola
flour. [Mother serving boy &
grandfather playing checkers] (In
The Austin statesman, Dec. 3, 1959,
p.B-15) Appl. author: Fitzgerald
Advertising Agency, Inc. © 3Dec59;
KK148037.

FASHION DEMONSTRATIONS, INC. ©

Kwik-Change sweater blouse; one size
fits all. Always in style, always
popular. © 7Jun60; KK151716.

FASHION-BILT SHOE CO. ©

Silhouettes. © 22Apr59; KK148548.

FAST CHEMICAL PRODUCTS CORP. ©

Stop rusty rust with SSS-T rust stain
remover. © 8Jan60; KK150592.

FEDERAL-MOGUL-BOWER BEARINGS, INC.

FEDERAL-MOGUL SERVICE. SEE Federal-
Mogul Service.

FEDERAL MOGUL SERVICE.

Announcing Federal-Mogul engine bear-
ings, the no.1 line for American
cars. Appl. author: Brooke, Smith,
French & Dorrance, Inc. © Federal
Mogul Service, division of Federal-
Mogul-Bower Bearings, Inc.; 1Jun60;
KK151991.

FEMOR PRODUCTS CO. ©

Party-Pak surprise bags. © 10May60; KK151370.

FENTON LABEL CO. ©

Celebrating an anniversary? Use Fent-Onamel stock anniversary gummed labels. NM: additions & revision. © 3Jun60; KK151711.

The famous Fent-Onamel personal labels. NM: additions & revision. © 28Apr60; KK150917.

Fent-Onamel collection stickers. (Stock collection stickers) C-24 & other labels. NM: revision & additions. © 22Mar60 (in notice: 1954); KK149822.

Fent-Onamel gummed insurance stock labels. Gold. NM: additions & revision. © 9May60; KK151121.

Fent-Onamel gummed insurance stock labels. Silver. NM: additions & revision. © 9May60; KK151122.

Fent-Onamel gummed stock insurance labels. © 17Feb60; KK149337.

Fent-Onamel labels. (Fent-O-Seal pocket calendars) NM: additions & revision. © 3Jun60; KK151712.

Fent-Onamel shippers time savers. NM: revision & additions. © 29Mar60; KK150037.

Now, you can have the famous Fenton high quality in pressure-sensitive labels. NM: additions & revision. © 28Apr60; KK150916.

Outside mail labels. NM: additions & revision. © 25May60; KK151599.

Price list; Fent-Onamel. Feb. 1, 1960. NM: revision & additions. © 23Mar60; KK149823.

FERGUSON-LANDER BOX CO. ©

Holland Custard & Ice Cream, Inc. pineapple sherbet. One-half gallon liquid. (FL design no.46) Appl. author: Robert A. Morris, president. © 20May60; KK151315.

FERTAL-WISE CO. ©

Ferty says, be wise, fertilize with Fertal-Wise, a soluble plant food. Appl. author: Alexander Baird Birrell. © 1Feb60 (in notice: 1959); KK149537.

Ferty says, be wise, fertilize with Fertal-Wise, a soluble plant food. 4 oz. Appl. author: Alexander Baird Birrell. © 1Feb60 (in notice: 1959); KK149536.

FIELD (HENRY) SEED & NURSERY CO. ©

4 spring specials. Rubber plants; hybrid lilies; begonias. (In Popular gardening magazine, Apr. 1960, p.105) Appl. author: Raymond Jack Foster. © 9Mar60; KK149712.

Spring specials. Clematis vines; Silent Night, a gorgeous new glad [& other items] (In Flower grower magazine, Mar. 1960, p.43) Appl. author: Raymond Jack Foster. © 9Feb60; KK148877.

3 of the best buys you'll find. Atatürk, the black glad; hybrid elm; Bird of Paradise. (In Popular gardening, Feb. 1960, p.51) Appl. author: Raymond Jack Foster. © 14Jan60; KK148361.

FILON PLASTICS CORP. ©

Decorator colors; outdoors, indoors. © 6Jan60 (in notice: 1959); KK151099.

Exciting interior ideas, all easy to build with Filon guaranteed fiberglass panels. NM: revision & additions. © 3Jun59; KK151097.

Filopane G-30 glazing. (How to build data, no.501) NM: revision & additions. © 25Feb60; KK151093.

Free daylight for farm buildings; modernize with hailproof Filon translucent fiberglass building panels. NM: revision & additions. © 11May59; KK151094.

Guide to home improvement planning with Filon translucent fiberglass panels. NM: revision & additions. © 30Nov59; KK151098.

How to build a Filon fence. (How-to-build data, no.505) © 1Apr59; KK151095.

How to build for better living with Filon guaranteed fiberglass panels. © 16May58; KK151630.

How to build for better living with Filon guaranteed fiberglass panels. NM: additions. © 1Mar59; KK151366.

Reinforced fiberglass and nylon plastic panels. © 15Oct55; KK151631.

Unlimited uses for Filon reinforced fiberglass-and-nylon plastic panels. NM: revision & additions. © 5Oct59; KK151096.

FIRESTONE TIRE & RUBBER CO. ©

Firestones outpull 'em all in Verdigris Valley gumbo, says Claude Johnson. Champion Guide Grip front tractor tires. (In The Progressive farmer, Feb. 1959, p.28) © 1Feb59; KK150617.

Guaranteed to go thru ice, mud or snow, or we pay the tow; town & country tires. (In Field & stream, Oct. 1959, p.26-27) © 1Oct59; KK151983.

FISHER CHEESE CO. ©

All purpose loaf; pasteurized process American cheese spread. Net wt. 2 lb. © 3Jan58; KK150478.

Chef's Delight; delicious imitation pasteurized process cheese spread. 2 lb. net wt. © 9Feb55; KK150479.

FISHER-PRICE TOYS, INC. ©

Rainbow Stack; squeezable blown-polyethylene rings and post. Ages 3-18 months. No.446. NM: additions & revision. © 2May60; KK151576.

Rock-A-Stack; squeezable blown-polyethylene rings and post. Ages 1 to 3 years. No.627. NM: additions & revision. © 26Apr60; KK151577.

FISHLOVE (H.) & CO. ©

Hollywood Super-Specs; largest, funniest glasses ever made. No.690. Appl. author: Irving Fishlove. © 16Jun60; KK152037.

Joker's dentist kit. No.403. Appl. author: Irving Fishlove. © 16Feb60; KK152034.

Phony dentist forceps; hilarious, painless tooth puller. No.402. Appl. author: Irving Fishlove. © 16Feb60; KK152035.

Sensational laugh-gag novelties; phony dentist tools. Phony dentist drill; no.401. Phony dentist forceps; no.402. Joker's dentist kit; no.403. Appl. author: Irving Fishlove. © 1Mar60; KK152036.

FIT-RITE PANTS CO., INC. ©

For the most important boy in the world, your son; Touch of Gold, world's most famous slacks. © 29Feb60; KK149405.

FITZGERALD, W.

Heating for the millions; heat for shop window demisting, counters, shelves, flooring, etc. England. © 30Aug55; KK149298.

Heating for the millions. Important 1/2" minimum insulation. England. © W. Fitzgerald d.b.a. New Heating Techniques; 30Aug55; KK149297.

FITZPATRICK, KAY. SEE Kay Kraft Enterprises.

FITZPATRICK BROS., INC. ©

Kitchen Klenzer, instant chlorine bleach. Net weight 14 ounces. © 20Oct59; KK150246.

FLAMBEAU PLASTICS CORP. ©

Party-Pops, frozen treat tray; makes 8 frozen treats at a time. Flambo-ware. © 3Mar60; KK149472.

Patio partners seasoning set. Flambo-ware. © 16Feb60; KK149121.

FLEX-O-RAIL, INC. ©

The greatest advance in meat handling since the wheel hook. © 28Mar60; KK151167.

FLIGHTPLAN, INC. ©

Flightplan, the magazine for air travelers. [Robert Young on cover] © 15Apr60; KK151919.

FLORAL GARDENS SALES. ©

Enjoy thousands of blooms all summer long; pre-seeded Flower Festival, the new automatic way to garden. © 15Feb60; KK149171.

Floral Fiesta, pre-seeded roll-out garden mat. © 16Feb60; KK149191.

Flower Festival, pre-seeded roll-out garden mat. © 15Feb60; KK149190.

New Flower Festival landscaped flower mat gives thousands of colorful blooms all season long. © 8Feb60; KK149219.

Now you can grow thousands of giant colorful flowers 6 months of the year; pre-seeded flower carpet of 1960. © 15Feb60; KK149170.

Roll-A-Garden, pre-seeded roll-out garden mat. © 15Feb60; KK149188.

Showers of Bloom, pre-seeded roll-out garden mat. © 15Feb60; KK149189.

FLORIDA CITRUS COMMISSION. ©

At their best right now, Florida seedless Valencias; oranges. (In New York post, Apr. 14, 1960, p.56) Appl. author: Benton & Bowles, Inc. © 14Apr60; KK151896.

A better beginning, a happier ending for every meal; fresh Florida grapefruit. (In Life, Jan. 11, 1960, p.70-71) Appl. author: Benton & Bowles, Inc. © 6Jan60; KK148772.

Comment vous sentez-vous en ce moment? Jus d'orange en conserves de la Floride. Canada. (In La Patrie, Jan. 24, 1960, p.9) Appl. author: Benton & Bowles, Inc. © 24Jan60; KK150584.

A delicious pick-up plus vitamin C; fresh frozen orange juice. Canada. (In Weekend magazine, Jan. 9, 1960, p.17) Appl. author: Benton & Bowles, Inc. © 9Jan60; KK148777.

Gold mine of goodness and vitamin C; drink grapefruit juice from Florida, costs only pennies a glass. Canada. (In Maclean's magazine, Mar. 12, 1960, p.2 of cover) Appl. author: Benton & Bowles, Inc. © 1Mar60; KK150692.

Greatest mixer of them all; grapefruit juice. (In Life, Apr. 11, 1960, p.46-47) Appl. author: Benton & Bowles, Inc. © 5Apr60; KK151049.

Greatest mixer of them all; nature's gold mine of vitamin C. Grapefruit juice. (In The Saturday evening post, June 11, 1960, p.115) Appl. author: Benton & Bowles, Inc. © 7Jun60; KK152042.

Have plenty of orange juice every day because you like it, because you need it; fresh-frozen. (In Life, May 23, 1960, p.92-93) Appl. author: Benton & Bowles, Inc. © 18May60; KK151894.

How do you feel this minute? Canned orange juice. Canada. (In Star weekly, Jan. 30, 1960, p.31) Appl. author: Benton & Bowles, Inc. © 30Jan60; KK148774.

How to go light on calories and love it; grapefruit sections. Canada. (In Chatelaine, Mar. 1960, p.17) Appl. author: Benton & Bowles, Inc. © 25Feb60; KK150686.

Just in, Florida Valencias, the pick of the crop; oranges. Canada. (In Toronto daily star, Mar. 17, 1960, p.32) Appl. author: Benton & Bowles, Inc. © 17Mar60; KK150693.

Just in, Florida Valencias, the pick of the crop; oranges. (In New York Journal-American, Mar. 8, 1960, p.32) Appl. author: Benton & Bowles, Inc. © 8Mar60; KK150687.

Just zip and eat; delightfully sweet Florida tangerines. (In Long Island daily press, Dec. 10, 1959, p.33) Appl. author: Benton & Bowles, Inc. © 10Dec59; KK148643.

Let grapefruit stand between you and colds; helps fight colds all these ways. (In New York Journal American, Jan. 11, 1960, p.16) Appl. author: Benton & Bowles, Inc. © 11Jan60; KK148771.

Let grapefruit stand between you and colds. (In The Saturday evening post, Feb. 20, 1960, p.72) Appl. author: Benton & Bowles, Inc. © 16Feb60; KK150690.

Naturally good for you; a delicious pickup plus vitamin C, fresh-frozen orange juice. Canada. (In Weekend magazine, Feb. 6, 1960, p.11) Appl. author: Marilyn Meehan. © 6Feb60; KK150583.

Nature's powerhouse of vitamin C; full-strength orange juice canned in Florida. (In Look, Apr. 26, 1960, p.58A) Appl. author: Benton & Bowles, Inc. © 12Apr60; KK151051.

Nature's powerhouse of vitamin C; you need orange juice every day. Fresh-frozen. Concave glass. (In Sunday news, New York, Mar. 13, 1960, coloroto section, p.35) Appl. author: Benton & Bowles, Inc. © 13Mar60; KK150694.

New, tree-fresh flavor; fresh frozen grapefruit juice. (In Life, Jan. 25, 1960, p.38) Appl. author: Benton & Bowles, Inc. © 20Jan60; KK148770.

Only Florida tangerines peel so easy, taste so good, are such fun. (In American weekly (New York Journal American) Dec. 13, 1959, p.8) Appl. author: Benton & Bowles, Inc. © 13Dec59; KK148311.

Only nature knows the combination of natural vitamin C. Fresh frozen orange juice. (In Look, Jan. 5, 1960, p.74-D) Appl. author: Benton & Bowles, Inc. © 22Dec59; KK148775.

Powerhouse of vitamin C; fresh-frozen orange juice. Endorsed by Jack Kramer, world famous tennis player. (In Look, Feb. 17, 1959, p.57) Appl. author: Benton & Bowles, Inc. © 3Feb59; KK150618.

Serve an extra glass a day for the spring pickup your family needs; fresh-frozen orange juice. (In New York Journal-American, Mar. 24, 1960, p.7) Appl. author: Benton & Bowles, Inc. © 24Mar60; KK150695.

Ship a gift of Florida sunshine. Oranges, grapefruit & tangerines. (In Miami herald, Dec. 1, 1959, p.3-C) © 1Dec59; KK148314.

Spoon into vitality; why the natural way is the best way. Fresh Florida grapefruit. (In The Saturday evening post, Jan. 9, 1960, p.67) Appl. author: Benton & Bowles, Inc. © 5Jan60; KK148778.

Spoon into vitality; wonderful grapefruit spoons that save work. (In The Saturday evening post, Apr. 2, 1960, p.73) Appl. author: Benton & Bowles, Inc. © 29Mar60; KK151050.

The sweetest, juiciest oranges come from Florida. (In Long Island daily press, Jan. 7, 1960, p.25) Appl. author: Benton & Bowles, Inc. © 7Jan60; KK148640.

Taste-tempting Florida Temple oranges are terrific. (In Pittsburgh press, Jan. 28, 1960, p.32) Appl. author: Benton & Bowles, Inc. © 28Jan60; KK150417.

Taste-tempting Temple oranges are terrific. (In New York news coloroto magazine, Jan. 10, 1960, p.2) Appl. author: Benton & Bowles, Inc. © 10Jan60; KK150582.

37 new ways to use citrus fruits. Florida orange bread. (In Forecast for home economics, Apr. 1960, p.1) Appl. author: Benton & Bowles, Inc. © 17Mar60; KK152039.

This season they're juicier than ever; grapefruit. Grapefruit spoon offer. Canada. (In Winnipeg free press, Dec. 16, 1959, p.20) Appl. author: Benton & Bowles, Inc. © 16Dec59; KK150691.

Warm their hearts with a basket of Florida sunshine. Oranges, grapefruit & tangerines. (In Miami herald, Dec. 4, 1959, p.10-B) Appl. author: Benton & Bowles, Inc. © 4Dec59; KK148313.

When a cold catches you, drink grapefruit juice from Florida. (In Life, Dec. 21, 1959, p.39) Appl. author: Benton & Bowles, Inc. © 16Dec59; KK148310.

Why grapefruit belongs in your diet. Canada. (In Star weekly, Jan. 16, 1960, p.39) Appl. author: Benton & Bowles, Inc. © 16Jan60; KK148776.

Why have a cold this winter? Fight colds with fresh frozen orange juice. (In Life, Jan. 18, 1960, p.2 of cover) Appl. author: Benton & Bowles, Inc. © 13Jan60; KK148773.

You get more when you get fresh Florida Valencia oranges. (In Newark evening news, May 12, 1960, p.36) Appl. author: Benton & Bowles, Inc. © 12May60; KK152040.

FOAMY GLASS CLEANER CO.

Foamy toide cleaner. 16 oz. © Foamy Glass Cleaner Co., Chas. H. Berry, owner; 15Dec59; KK148248.

FOOD SERVICE DIVISION, CALLAWAY MILLS CO. SEE Callaway Mills Co. Food Service Division.

FOODS DIVISION, ANDERSON, CLAYTON & CO., INC. SEE Anderson, Clayton & Co., Inc. Foods Division.

FORD MOTOR CO. ©

Fuel and electrical system parts. (Motorcraft condensed catalog FD-9057, 1960) © 1Mar60; KK150721.

Make your soil more productive with this Ford low cost 18-inch subsoiler. AD-8142. © 27Jan60; KK150905.

Neutral bypass plate; Select-O-Speed transmission. SE 8119. © 27Oct59; KK150904.

FOREMOST DAIRIES, INC. ©

Siesta chocolate marble ice milk. Half gallon bulk type. © 30Apr60; KK151714.

FOREST HILL SEAFOOD RESTAURANT. ©

Carolina Kitchen brand hushpuppies. Net wt. 8 ozs. or more. © 11Jul58; KK150819.

FORNEY INDUSTRIES, INC. ©

C-5BT, the complete repair unit; a welder, a fast charger with timer, a soldering unit. NM: revision. © 6Jun60; KK151684.

5KGW portable power; generator welder. NM: addition. © 11May60; KK151120.

Hot off the assembly line, the new GW-150 generator welder. © 15Apr60; KK150440.

Model 310 combinator; battery charger-soldering unit combination.

© 29Feb60; KK149830.

One-Ten Redi-Power, big power in a small package. © 15Mar60; KK149829.

Redi-Aire, the all star performance air compressor. © 29Feb60; KK149827.

Redi-Charge battery charger soldering unit combination. © 22Feb60; KK149828.

FORTUNE GAMES.

Mandalay, the game of a lifetime. © Fortune Games, a firm composed of H. Yellin & Mary S. Yellin; 2May60; KK151814.

FOSDICK MACHINE TOOL CO. ©

Precision boring: control gains a third dimension. (In Metalworking, Feb. 1960, p.85) Appl. author: Frank Fields. NM: addition. © 1Feb60; KK151367.

FOUNDATION FOR COMMERCIAL BANKS, PHILADELPHIA.

\$1, \$1,000, or any amount; here's why the best place to save is at a full-service bank. (In Life, Dec. 28, 1959, p.165) Appl. author: J. Walter Thompson Co. © Foundation for Commercial Banks; 24Dec59; KK150590.

Shop and compare, you'll see it costs less to finance your car through a full-service bank. (In Life, Mar. 21, 1960, p.92) Appl. author: J. Walter Thompson Co. © Foundation for Commercial Banks; 18Mar60; KK151788.

When you need money, borrow where money costs less, at a full-service bank. (In The Saturday evening post, Feb. 13, 1960, p.129) Appl. author: J. Walter Thompson Co. © Foundation for Commercial Banks; 10Feb60; KK150591.

FRAM AIRE CORP.

Air is kept hospital clean and odor free; new Fram room air cleaner with triple filtration. (Form AH-1234R) Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp.; 1Mar60; KK150700.

The air you breathe is kept hospital clean and odor free with Fram room air cleaner. (Form AH-1217R) Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp. (in notice: Fram Corp.); 1Mar60; KK150698.

Better 3 ways; air filters. (Form AH-1244) Appl. author: Mark A. Fuller. © Fram Aire Corp., division of Fram Corp.; 15Jan60; KK150703.

Enjoy hospital clean air with new evaporative cooler filter pads. (Form AH-1233) Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp. (in notice: Fram Corp.); 1Mar60; KK150699.

New Fram room air cleaner. (Form AH-1240) Appl. author: Mark A. Fuller. © Fram Aire Corp., division of Fram Corp.; 5Jan60; KK150702.

New from Fram, cut-it-yourself filter pad; SW-38. Air filter. (Form AH-1254) Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp.; 1Mar60; KK150696.

Permachem-treated air conditioner filter; D-100 merchandising assortment. (Form AH-1203) Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp. (in notice: Fram Corp.); 1Sep59; KK150697.

Permachem-treated air filter; cut it yourself filter for window and room air conditioners. (Form AH-1255) Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp.; 1Mar60; KK150705.

FRAM AIRE CORP.-Con.

Room air cleaner, model FAC 200; keeps the air hospital clean, odor free. (Form AH-1239R) Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp.; 1Mar60; KK150701.

Your air is kept hospital clean and odor free; portable room air cleaner. (Form AH-1256) Appl. author: Charles A. Wilson. © Fram Aire Corp., division of Fram Corp.; 1Mar60; KK150704.

FRAM CORP. ©

For pennies a day; permachem treated air filters. Form AH-1221. Appl. author: Mark A. Fuller. © 3Sep59; KK149564.

Important information on a new concept in air filters that provide hospital clean air; permachem treated. Form AH-1219. Appl. author: Mark A. Fuller. © 10Dec59; KK149566.

Mr. Service Dealer, why give away filters? Form AH-1222. Appl. author: Mark A. Fuller. © 3Sep59; KK149567.

Promote Fram permachem treated air filter sales with this new king-size thermometer. Form AH-1216. Appl. author: Mark A. Fuller. © 3Sep59; KK149568.

Take a tip from modern hospitals; permachem treated air filters. Form AH-1202. Appl. author: Mark A. Fuller. © 3Sep59; KK149565.

FRAM CORP. FRAM AIRE CORP. SEE

Fram Aire Corp.

FREIHOFFER (WILLIAM) BAKING CO. ©

Home taste, All Sweet Butter bread. Net wt. 1 lb. © 15Sep59; KK148932.

FRICK (W. H.) INC. ©

Dish handling easier, cleaner, less breakage with Genraline carriers. (In Institutions magazine, Mar. 1960, p.74) © 17Feb60; KK149533.

Streamline; Frick quality, Frick design, highest degree of sanitation, more for your money. (In Institutions magazine, Apr. 1960, p.87) © 17Mar60; KK150303.

FRUZOLA CO.

Lik-m-aid candy. 150 count. © Fruzola Co., a partnership comprised of Menlo F. Smith, J. Fish Smith, Anadel S. Brown, Amy S. Lawton, Erna S. Smith & Shirley M. Larson; 28Mar60; KK150008.

Lik-m-aid candy. 32 wrappers. © Fruzola Co., a partnership comprised of Menlo F. Smith, J. Fish Smith, Anadel S. Brown, Amy S. Lawton, Erna S. Smith & Shirley M. Larson; 21Dec59; KK150009.

FUND SERVICES, INC. ©

Integrity; U.S. flags and flag sets. United States flag drive. Appl. author: Louis M. Cottin. © 2Nov59; KK149071.

FURST, BRUNO. ©

Names and Faces instructions. © 2Mar60; KK150670.
Things and Places instructions. © 2Mar60; KK150671.

G

G. C. C. C. SEE Golden Crown Citrus Corp.

GCM.I. SEE Glass Container Manufacturers Institute.

G. F. C. SEE General Foods Corp.

GGCO. SEE Green Giant Co.

GLSA. SEE Guaranty Savings & Loan Assn., Birmingham, Ala.

G. M. I. SEE General Mills, Inc.

G. P. I. SEE Gaylord Products, Inc.

GS & LA. SEE Guaranty Savings & Loan Assn., Birmingham, Ala.

G.W. FOOD PRODUCTS CORP. ©

Jumbo sandwiches; frost frozen. 2. © 15Apr60; KK150499.

GANDY CO. ©

McCormick-Gandy granular chemical row crop applicator. Appl. author: Ebenhard S. Gandrud. © 12Mar60; KK149592.

901 Gandy granular chemical row crop applicator. Appl. author: Ebenhard S. Gandrud. © 30Jan60; KK149011.

GARAFOLA, MICHAEL. ©

Design for a container. © 14Oct59; KK149960.

Label for containers. © 13Nov59; KK148627.

Label no.2 for a container. © 13Nov59; KK149139.

Label no.3 for a container. © 11Dec59; KK148579.

GARDWELL PRODUCTS MANUFACTURING CO. ©

Roofgard roof protection method. © 17Mar60; KK150301.

GARELICK MANUFACTURING CO. ©

Eez-In marine products. Catalog 1960. © 1Dec59; KK149349.

GARVEY, GLENN.

SoundTour; sounds of Las Vegas, a recorded visit to all points of interest. Special ed. © Glenn Garvey & Kenneth Noyes; 1Jan60; KK149309.

GATES RUBBER CO. ©

Industrial hose selector. Appl. author: Robert J. Bruce. © 14Nov59; KK148144.

GAWRONSKI, D. A. ©

Single file; two forms for a single file, one for periodicals, one for books. © 12Oct59; KK149578.

GAYLORD PRODUCTS, INC. ©

Nothing does so much as Gayla Hold-Bob bobby pins. (In True confessions, Feb. 1959, p.6) © 1Feb59 (in notice: 1958); KK151610.

Now, on network television, Gayla quality products. Gayla hold-bob bobby pins; Brush 'n roll by Lady Mervin. (In Chain store age, Feb. 1959, p.85) © 1Feb59; KK150467.

You don't have to dig to find that Gayla Hold-Bob is first in bobby pin sales. (In Variety store merchandiser, Aug. 1957, p.38) © 1Aug57; KK148625.

GENERAL FIREPROOFING CO. ©

American business on the move; a photographic collection of outstanding new office buildings equipped and furnished by General Fireproofing. © 1Apr60; KK150513.

GF, General Fireproofing, business furniture. © 1Apr60; KK150873.

Traffic jam? Consolidator units. © 1Sep59; KK148121.

GENERAL FOODS CORP. ©

Kool-Aid is the instant soft drink that most families like best. [Grape] (In Life, Nov. 23, 1959, p.2 of cover) Appl. author: Eugene Gallivan. © 23Nov59; KK148530.

Look what's new and all you can do with Minute sliced potatoes.

Assorted sliced potato dishes. (In Sunday news, New York, Jan. 10, 1960, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 10Jan60; KK149050.

Look what's new, and all you can do with Minute sliced potatoes.

Assorted sliced potato dishes. (In The Denver post, Jan. 6, 1960, p.40) Appl. author: Foote, Cone & Belding. © 6Jan60; KK149059.

They're here, dear; 5¢ off. Minute mashed potatoes. (In Daily news, New York, June 4, 1959, p.59) Appl. author: Foote, Cone & Belding. © 4Jun59; KK150805.

You'll never believe they came from a box; Minute sliced potatoes. Frying pan. (In This week magazine (Providence Sunday journal) May 1, 1960, p.46) Appl. author: Foote, Cone & Belding. © 1May60; KK150890.

GENERAL FOODS CORP. PERKINS DIVISION.

Kool-Aid is America's best-loved instant soft drink. [Lime] (In Ebony, June 1960, p.75) Appl. author: Leslie S. Mather. © General Foods, Perkins Division (in notice: G.F.C.); 1Jun60; KK151741.

Kool Pops; freeze 'em yourself, the taste is tops. (In Chicago Sunday tribune, May 22, 1960, comics, p.12) Appl. author: Doris J. McBrady. © General Foods Corp., Perkins Division (in notice: G.F.C.); 22May60; KK151418.

New, quick and quenchy Twist, instant soft drink kids can't resist. [Little boy watching cowboy drink from glass] (In The Denver post, May 22, 1960, comic section, p.6) Appl. author: Doris Johnson McBrady. © General Foods Corp., Perkins Division (in notice: General Foods Corp.); 22May60; KK151873.

New, quick and quenchy Twist, instant soft drink kids can't resist. [Little girl in party hat stirring drink] (In The Sunday press (Binghamton press) June 12, 1960, p.5) Appl. author: Doris Johnson McBrady. © General Foods Corp., Perkins Div. (in notice: General Foods Corp.); 12Jun60; KK152232.

New, quick and quenchy Twist, instant soft drink kids can't resist. [Two Cub Scouts mixing drinks] (In The Denver post, June 12, 1960, comic section, p.6) Appl. author: Doris Johnson McBrady. © General Foods Corp., Perkins Division (in notice: General Foods Corp.); 12Jun60; KK151874.

Tangerine Kool-Aid, another delicious new flavor from Kool-Aid. (In Ebony, July 1960, p.73) Appl. author: Leslie S. Mather. © General Foods, Perkins Div. (in notice: G.F.C.); 1Jul60; KK152272.

GENERAL MILLS, INC. ©

Betty Crocker Gold Medal Gravy Magic. 14 oz. net wt. Series no.1. © 30Oct59; KK147990.

Betty Crocker hot toasted 40% bran, a hot wheat cereal. Net weight 1 lb. Series no.2. © 18Aug59; KK148646.

Betty Crocker instant mashed potatoes. Net wt. 7.2 oz. Series no.1. © 24Jul59; KK149569.

Betty Crocker Softasilk cake flour; bleached. Net wt. 2 lbs. Series no.69. © 31Mar59; KK148339.

Caramel puffs; a nutritious corn cereal. 8 1/2 oz. net wt. Series no.1. © 27Apr59; KK148647.

Frosty's; sugar charged Cheerios. 9 1/2 oz. net wt. Series no.1-A. © 21Aug59; KK148648.

- Ocelo tub 'n sink kit. 6 hand house-hold helpers. © 14Jan60; KK150151.
Smiles; delicious oat 'n wheat cereal. Net wt. 10 oz. Series no. 4H. © 4Feb60; KK150152.
- The 3 little kittens are here with the greatest new cat food since cats discovered fish; 3 Little Kittens cat food. (In The Courier-Journal magazine, Louisville, Nov. 29, 1959, p.3) © 29Nov59; KK148660.
- Wheaties. Net wt. 12 oz. Series no. 151. © 17Jun59; KK147991.
- GENERAL MOTORS CORP. ©**
WCOB coin-operated automatic washers, by Frigidaire; special Frigidaire service and parts information including WCOZ and WCOZ-GP models. Appl. author: Clarence J. Aspen-leiter. © 6Feb60; KK150425.
- GENERAL SHOE CORP. MANNEQUIN SHOES.**
SEE Mannequin Shoes.
- GEORGIA-PACIFIC CORP. ©**
Make your home say you with new Georgia-Pacific family-proof paneling. (In Better homes & gardens, western ed., Oct. 1959, p.139) Appl. author: McCann-Erickson, Inc. © 17Sep59; KK150589.
- GERMAIN'S, INC. ©**
Plant these 4 all American winners, now. Grandiflora rose Starfire & other roses. Appl. author: Sweeney, Krist & Dimm. © 15Jan60; KK148371.
20-5-0 lawn and garden ... fertilizer. Net contents 1 gallon. © 1Feb60; KK148930.
- GEWIRTZ, SIDNEY.**
The time for singing has come, by Shimon Gewirtz. © Sidney Gewirtz d.b.a. Shira Records; 28Nov59; KK150400.
- GIANOUKOS, PETER C.**
Grecian moods, with the modern Greek beat of the Jay-Anthony Orchestra. SEE Omega Records, Inc.
- GILKISON, G. C. ©**
Lav Lub, lavatory lubricant. 14 fluid ounces. Appl. author: Mansfield Printing Co., Inc. © 28Jan60; KK148731.
- GILL, LEO. ©**
Spotting disk. © 10May60; KK151210.
- GILLETTE CO. ©**
At home, or away, shave the all-Gillette way. 195 adjustable razor; Blue Blades; Foamy shaving cream. (In The Sporting news, Feb. 3, 1960, p.16-17) Appl. author: Maxon, Inc. © 3Feb60; KK148709.
Can a blade be as good as we believe this to be? Super Blue Blade. (In Life, Feb. 29, 1960, p.44) Appl. author: Maxon, Inc. © 29Feb60; KK149522.
Double feature for Father's Day. Adjustable razor; super Blue Blades. (In American druggist, May 2, 1960, p.72-73) Appl. author: Maxon, Inc. © 2May60; KK150874.
Double feature for Father's Day. Adjustable razor; super Blue Blades. (In Post exchange and commissary, May 1960, p.12-13) Appl. author: Maxon, Inc. © 1May60; KK150871.
Double feature for Father's Day. Adjustable razor; super Blue Blades. (In Variety store merchandiser, May 1960, p.50-51) Appl. author: Maxon, Inc. © 1May60; KK151060.
- For Father's Day, Gillette repeats money-making award winner. Adjustable razor; super Blue Blades. (In Chain store age, grocery ed., May 1960, p.60-61) Appl. author: Maxon, Inc. © 30Apr60; KK150918.
- Free, power-spray deodorant for men; Right Guard deodorant with the Gillette 195 adjustable razor. (In Erie times-news, May 22, 1960, comic section, p.3) Appl. author: Maxon, Inc. © 22May60; KK151430.
- Gifts for a man. Blue Blades; deluxe adjustable; greeting cards. (In Leatherneck, Dec. 1959, p.5) Appl. author: Maxon, Inc. © 25Nov59; KK148435.
- Gifts for a man. Gift set; Executive adjustable razor; twin twenties. (In Leatherneck, Dec. 1959, p.5) Appl. author: Maxon, Inc. © 25Nov59; KK148434.
- Gillette announces a remarkable new razor blade; super Blue Blade. (In Leatherneck, Feb. 1960, p.1) Appl. author: Maxon, Inc. © 25Jan60; KK148784.
- Gillette offers a new blade so good it's hard to describe; super Blue Blade. (In Life, Feb. 15, 1960, p.4) Appl. author: Maxon, Inc. © 15Feb60; KK149521.
- How to use your Gillette Executive adjustable razor. © 7Jul58; KK149595.
- Luis Aparicio goes for two. Adjustable razor; Blue Blade. (In World Series records 1960, p.298-299) Appl. author: Maxon, Inc. © 4Jan60; KK148160.
- New Gillette super Blue Blade now with Gillette adjustable razor. (In New York Sunday news, Jan. 24, 1960, comic section, p.12) Appl. author: Maxon, Inc. © 24Jan60; KK148514.
- NEW, Gillette super Blue Blades, 10 for 69¢, scores a terrific hit. (In Chain store age, grocery ed., Feb. 1960, p.180-181) Appl. author: Maxon, Inc. © 30Jan60; KK148862.
- New Gillette 10 super Blue Blades in dispenser scores a terrific hit. (In American druggist, Feb. 8, 1960, p.58-59) Appl. author: Maxon, Inc. © 8Feb60; KK148878.
- New Gillette 10 super Blue Blades in dispenser scores a terrific hit. (In Post exchange & commissary, Feb. 1960, p.190-191) Appl. author: Maxon, Inc. © 1Feb60; KK148810.
- New power spray deodorant; Right Guard. © 27May59; KK150437.
- Remarkable new blade scores a terrific hit; super Blue Blade. (In Leatherneck, Mar. 1960, p.1) Appl. author: Maxon, Inc. © 25Feb60; KK149667.
- Remarkable new blade scores a terrific hit; super Blue Blade. (In The Saturday evening post, Mar. 12, 1960, p.15) Appl. author: Maxon, Inc. © 12Mar60; KK149523.
- Scores a terrific hit; super Blue Blades. (In Drug topics, Feb. 1, 1960, p.14-15) Appl. author: Maxon, Inc. © 1Feb60; KK148658.
- This is the day, these are the gifts. Adjustable razor; super Blue Blades. Father's Day. (In New York Sunday news, May 22, 1960, comic section, p.5) Appl. author: Maxon, Inc. © 22May60; KK151412.
- The world is our market, Boston our home. (In The New York times, Jan. 11, 1960, p.89) Appl. author: Maxon, Inc. © 11Jan60; KK148170.
- GIOVANNI, INC. ©**
Spectacle holder pin. Appl. author: John A. Cerrito. © 26Jan60; KK149042.
- GIRARD'S, INC. ©**
Garlic seasoned salad oil. One pint. © 22Mar60; KK149997.
Original French dressing. Net contents 6 fl. oz. © 22Mar60; KK149996.
Unsweetened dry wine vinegar French dressing. Net contents 6 fl. oz. © 22Mar60; KK149995.
- GIVEN (H. W.) CO. ©**
New, sensational, Beachnik inflatable Hawaiian tote bag. Appl. author: Robert H. Smith. © 1May60; KK152073.
- GLADEN ENTERPRISES, INC. ©**
Perfect pie-crust former. (Device to shape and control the thickness of pie crust dough or the like) Appl. author: Carl F. Gladen. © 28Mar60; KK151820.
Perfect pie-crust former. For 9 inch pie pan. Appl. author: Carl F. Gladen. © 25Feb60; KK151304.
- GLASS CONTAINER MANUFACTURERS INSTI-TUTE. ©**
A cooperative advertising program for no-deposit, no-return bottles for soft drinks. © 25Mar60; KK150229.
- GLATT, HERBERT. SEE**
Magla Products.
Pacific Products.
- GLENMORE DISTILLERIES CO. ©**
If you buy one bottle of whiskey a year make it the one best whiskey you can buy, Old Kentucky Tavern. (In The Miami herald, Dec. 9, 1959, section C, p.2) Appl. author: Norman Wexler. © 9Dec59; KK148091.
The light scotch that's becoming the heavy favorite with both sides of the house; House of Lords. (In The New Yorker, Feb. 6, 1960, p.71) Appl. author: Norman Wexler. © 4Feb60; KK150042.
Tavern month is Tavern time; Old Kentucky Tavern. (In Beverage media, Apr. 1960, p.40-41) Appl. author: Norman Wexler. © 25Mar60; KK150737.
Tavern time; evening chill, glowing hearth, the joy of reunion with America's very best premium bourbon, Old Kentucky Tavern. (In Time, Jan. 25, 1960, p.54) Appl. author: Norman Wexler. © 25Jan60; KK149861.
Tavern time; fresh air, fond memories and America's very best premium bourbon, Old Kentucky Tavern. (In Sports illustrated, Mar. 21, 1960, p.4 of cover) Appl. author: Norman Wexler. © 18Mar60; KK149696.
You know on sight it's light; Old Glenmore Silver Label. (In The Louisville times, Apr. 29, 1960, p.4) Appl. author: Norman Wexler. © 29Apr60; KK150877.
- GLENN OF CALIFORNIA. ©**
Baronet. Detail of book support pegs. © 29Dec59; KK151975.
Baronet. 23011 arm chair; 21031 side chair. © 29Dec59; KK151973.
Baronet. 32011 cabinet; 31011 hutch. © 29Dec59; KK151977.
Baronet. 32011 storage cabinet; 90011 adjustable mirror. © 29Dec59; KK151970.
Baronet. 58011 low case; 21031 side chair. © 29Dec59; KK151974.
Baronet. 58011 low case; 61011 book-case hutch. © 29Dec59; KK151972.
Baronet. 58011 low case; 65031 hanging cabinet. © 29Dec59; KK151978.
Baronet. 58011 low case; 65041 break-front hutch. © 29Dec59; KK151976.

GLENN OF CALIFORNIA.-Con.

Baronet. 65031 hanging cabinet;
21031 side chair. © 29Dec59;
KK151971.

Baronet. 65051 hanging mirror cabinet.
© 29Dec59; KK151980.

Baronet. 65061 storage cabinet;
21031 side chair. © 29Dec59;
KK151979.

GLIDDEN CO. ©

Apply it in minutes, enjoy it for
years; Spred Satin. Paint. (In
Sunset, Apr. 1960, p.62) Appl. au-
thor: Meldrum & Fewsmith, Inc.
© 25Mar60; KK151543.

Apply it in minutes, enjoy it for
years; Spred Satin. Paint. (In
The Saturday evening post, Mar. 26,
1960, p.80-81) Appl. author: Meldrum
& Fewsmith, Inc. © 22Mar60;
KK151546.

Early-bird's-eye-view of you getting
ahead of spring painting with new,
improved Spred Satin for walls,
ceilings. (In The Reader's digest,
Feb. 1959, p.152-153) Appl. author:
Meldrum & Fewsmith, Inc. © 30Jan59;
KK148417.

New paint provides positive protection
against rust; Rustmaster. (In
Popular mechanics, Apr. 1960,
p.252-253) Appl. author: Meldrum &
Fewsmith, Inc. © 28Mar60; KK151542.

New Spred Tred latex floor paint goes
on easy as wax. (In Life, Sept. 28,
1959, p.96-97) Appl. author: Meldrum
& Fewsmith, Inc. © 28Sep59;
KK148418.

New Spred Tred latex floor paint goes
on easy as wax. (In The Reader's
digest, Sept. 1959, p.204) Appl.
author: Meldrum & Fewsmith, Inc.
© 31Aug59; KK148416.

The nicest things happen with new,
improved Spred Satin, the 100% latex
paint for every room in your house.
(In The American home, Mar. 1959,
p.78) Appl. author: Meldrum & Few-
smith, Inc. © 19Feb59; KK148420.

Now, positive protection against rust;
Rustmaster rust preventive paint.
(In Popular science, Apr. 1960,
p.208) Appl. author: Meldrum &
Fewsmith, Inc. © 21Mar60; KK151544.

Now, Rustmaster metal paints for home
use. (In Look, Apr. 26, 1960,
p.78-79) Appl. author: Meldrum &
Fewsmith, Inc. © 22Mar60;
KK151541.

Spred Glide-On, plastic vinyl latex
house paint. (In Sunset, June 1959,
p.118) Appl. author: Meldrum &
Fewsmith, Inc. © 25May59; KK148419.

Upstairs, downstairs, the nicest things
happen with new, improved Spred
Satin. Wall paint. (In The Satur-
day evening post, Apr. 4, 1959,
p.88-89) Appl. author: Meldrum &
Fewsmith, Inc. © 4Apr59; KK148421.

You name it; Spred Satin can do it,
the 100% latex wonder wall paint.
(In The Reader's digest, Sept. 1959,
p.205) Appl. author: Meldrum &
Fewsmith, Inc. © 31Aug59; KK148415.

You've never sold a house paint like
this; Spred. (In Building supply
news, Feb. 1960, p.632-633) Appl.
author: Meldrum & Fewsmith, Inc.
© 15Dec59 (in notice: 1960);
KK151545.

GLIDDEN LABORATORIES, INC. ©

The bowel is a veritable culture tube;
for a balanced intestinal flora and
proper bowel management, Zymenol.
Appl. author: A. S. Griffith.
© 19Feb60; KK149945.

GOLD SEAL ENTERPRISES.

Quality jewelry; this label sticks to
quality. © Herman S. Kessler d.b.a.
Gold Seal Enterprises; 11Dec59;
KK148029.

GOLDEN, HARRY.

This is no 2¹/₂ plane. SEE E1 A1
Israel Airlines, Ltd.

GOLDEN CROWN CITRUS CORP. ©

Gold Ribbon pure orange juice. One
quart liquid. © 21Sep59; KK148507.

Orange juice drink. One half pint
liquid. © 21Sep59; KK148506.

GOLDEN EAGLE FILMS. ©

Golden Eagle Films. © 1May60;
KK151123.

GOLDEN KEY MILK CO. ©

Florida's favorite, now better than
ever. Evaporated milk. (In
Jacksonville Journal, Feb. 2, 1960,
p.19) Appl. author: Josephine Walsh.
© 2Feb60; KK149770.

Florida's favorite, now better than
ever. Evaporated milk. (In Lake-
land ledger, Feb. 3, 1960, p.8)
Appl. author: Josephine Walsh.
© 3Feb60; KK149766.

One name means the best in evaporated
milk, Golden Key, and now there are
2 kinds. (In Ocala star banner,
Feb. 10, 1960, p.4) Appl. author:
Josephine Walsh. © 10Feb60;
KK149765.

One name means the best in evaporated
milk, Golden Key, and now there are
2 kinds. (In Ocala star banner,
Feb. 17, 1960, p.6) Appl. author:
Josephine Walsh. © 17Feb60;
KK149769.

GOLDEN YEARS. ©

The loveliest flower in the garden is
the one that blooms late in the
season. Lotion; rouge; lipstick.
Appl. author: Mrs. Nikki Kaye Pape.
© 24Apr60; KK151687.

GOODFORM HANGER CO., INC. ©

Beechwoods quality guest hangers.
Luxury line [& other kinds]
© 20Nov59; KK149224.

GORDON, ROBERT J. SEE Capitol Costume
Jewelry.

GOTTlieb (BEA) GOLF ENTERPRISES. ©

Lucky Penny golf ball marker. Appl.
author: Bea Gottlieb. © 9Feb60;
KK149540.

GOULD-NATIONAL BATTERIES, INC. ©

Battery selection chart. © 31Jan60;
KK150609.

Calcium stationary cells in transparent
plastic containers; types ET and FT.
© 30Sep59; KK150607.

Industrial storage batteries and
battery parts; broker's agreement.
© 28Feb60; KK150608.

Lead-antimony stationary cells in
transparent plastic containers,
types EWT and FWT. © 30Sep60
(in notice: 1959); KK150610.

GRANVILLE'S.

Granny Granville says: America's no.1
watchmaker smashes the price barrier.
(In San Francisco examiner, May 23,
1960, section 2, p.10) Appl. author:
C. R. Greenstone. © Granville's
Jewelers, Inc. d.b.a. Granville's;
23May60; KK151497.

GRANVILLE'S JEWELERS, INC. SEE
Granville's.

GRAY (DOROTHY) LTD. ©

Look younger in 60 seconds, years
younger in 3 weeks with Satura;
moisture cream. (In Ladies' home
journal, Oct. 1959) Appl. author:
McCann-Erickson, Inc. © 29Sep59;
KK152021.

New, Dorothy Gray Satura lipstick.

Light up your eyes with a new fashion
look. Eye duo; eye shadow stick.
(In Redbook magazine, Oct. 1959,
p.10-11) Appl. author: McCann-
Erickson, Inc. © 29Sep59; KK152017.

See the years melt away, get Satura
today and discover how young your
skin can look. (In McCall's, Jan.
1960) Appl. author: McCann-
Erickson, Inc. © 21Dec59 (in
notice: 1960); KK152013.

Teens, have a cheek-to-cheek complexion
with medicated Scrub Set. (In Co-ed,
Oct. 1959, p.2 of cover) Appl. au-
thor: McCann-Erickson, Inc.
© 20Sep59; KK152020.

Voltage, the essence of excitement;
fragrance. (In Glamour, Oct. 1959)
Appl. author: McCann-Erickson, Inc.
© 22Sep59; KK152018.

Youthful radiance for aging skin with
nature's own moisture; Satura. (In
Charm, Oct. 1959, p.66) Appl. au-
thor: McCann-Erickson, Inc.
© 22Sep59; KK152019.

GREAT A & P TEA CO. SEE Great Atlantic
& Pacific Tea Co.

GREAT ATLANTIC & PACIFIC TEA CO. ©

Crestmont ice cream. Net contents
one pint. Appl. author: Elmo Ander-
son Associates. © 23Mar60;
KK150341.

GREAT WESTERN SAVINGS & LOAN ASSN., LOS
ANGELES.

Our birthday, but you get the gifts.
(In Los Angeles mirror news,
Mar. 24, 1960, p.14) Appl. author:
Doyle Dane Bernbach, Inc. © Great
Western Savings & Loan Assn.;
24Mar60; KK150914.

3³/₄ is old hat, try this on for size.
(In Los Angeles examiner, Jan. 8,
1960, section 3, p.8) Appl. author:
Doyle Dane Bernbach, Inc. © Great
Western Savings & Loan Assn.; 8Jan60;
KK150915.

GREEN GIANT CO. ©

Aw, shucks, it's that time of year
again. Corn. (In The New Yorker,
Oct. 31, 1959, p.80) Appl. author:
Leo Burnett Co., Inc. © 29Oct59;
KK148883.

The big green man brings you a new
kind of beans, kitchen sliced and
snappin' fresh; green beans. (In
Sunbury daily item, Oct. 21, 1959,
p.5) Appl. author: Leo Burnett
Co., Inc. © 21Oct59; KK149546.

The big green man brings you a new
kind of beans, kitchen sliced and
snappin' fresh. (In Pictures
(St. Louis post-dispatch) Sept. 27,
1959, p.14) Appl. author: Leo Bur-
nett Co., Inc. © 27Sep59; KK148897.

The big green man gives you 2 cans of
Niblets brand corn free just for
trying his new beans, the kitchen
sliced and snappin' kind. (In Cin-
cinnati enquirer, Dec. 3, 1959,
p.4-F) Appl. author: Leo Burnett
Co., Inc. © 3Dec59; KK148887.

The big green man invents new seed to
give his peas more flavor. (In This
week magazine, Nov. 15, 1959, p.14)
Appl. author: Leo Burnett Co., Inc.
© 15Nov59; KK148888.

The big green man now brings you 6
kinds of corn and peas. (In Quarter-
master review, Sept.-Oct. 1959,
p.34-35) Appl. author: Leo Burnett
Co., Inc. © 10Oct59; KK148882.

The big green man offers bushels of
bucks; \$30,000 garden party sweep-
stakes. Good things from the garden.
(In Sunset, Nov. 1959, p.130-131)
Appl. author: Leo Burnett Co., Inc.
© 25Oct59; KK148892.

The big green man puts his brand on a new one; early peas with tiny onions. (In Progressive grocer, Aug. 1959, p.37) Appl. author: Leo Burnett Co., Inc. © 1Aug59; KK149548.

The big green man quick-cooks Niblets brand corn to capture the delicate color and flavor of fresh ears. (In This week magazine, Dec. 6, 1959, p.29) Appl. author: Leo Burnett Co., Inc. © 6Dec59; KK148886.

The big green man runs \$30,000 sweepstakes to help you sell even more of his peas and corn. (In Nargus bulletin, Sept. 1959, p.79) Appl. author: Leo Burnett Co., Inc. © 5Sep59; KK148885.

The big green man, who practically invented peas, brings you a brand new one. Peas with tiny onions. (In This week magazine, Aug. 16, 1959, p.3) Appl. author: Leo Burnett Co., Inc. © 16Aug59; KK148893.

Big vegetable man from the north. Peas. (In The New Yorker, Nov. 28, 1959, p.131) Appl. author: Leo Burnett Co., Inc. © 26Nov59; KK148881.

A brand new chip off the good green block; peas. (In The New Yorker, Sept. 5, 1959, p.69) Appl. author: Leo Burnett Co., Inc. © 3Sep59; KK149547.

Kounty Kist brand, young, medium small, early peas; 3 sieve. Net contents 6 lbs. 10 ozs. NM: revision. © 16Jul59; KK147951.

Little peas with a touch of greatness; Le Sueur. (In Time, Dec. 14, 1959, p.6) Appl. author: Leo Burnett Co., Inc. © 9Dec59; KK148899.

Little peas with verve; Le Sueur. (In The New Yorker, Oct. 24, 1959, p.132) Appl. author: Leo Burnett Co., Inc. © 22Oct59; KK148890.

Meet the new beans that are kitchen sliced and snappin' fresh; save 10¢ on any two cans. (In The Telegraph-herald, Oct. 14, 1959, p.15) Appl. author: Leo Burnett Co., Inc. © 14Oct59; KK148891.

Mexicorn, corn with red and green sweet peppers. Net contents 12 oz. avoird. NM: revision. © 22Jul59; KK147952.

New new way to be corn-fed. (In The New Yorker, Oct. 3, 1959, p.71) Appl. author: Leo Burnett Co., Inc. © 10Oct59; KK148884.

Now, fresh from the farm flavor; Kounty Kist peas. (In The American weekly, Oct. 11, 1959, p.18) Appl. author: Leo Burnett Co., Inc. © 11Oct59; KK148894.

Now, the big green man brings you 4 kinds of corn. (In Sunset, Oct. 1959, p.179) Appl. author: Leo Burnett Co., Inc. © 25Sep59; KK148896.

Now, the big green man captures all the delicacy of asparagus. (In The American weekly, Oct. 11, 1959, p.18) Appl. author: Leo Burnett Co., Inc. © 11Oct59; KK148895.

Now the Green Giant brings you special steam table pack in institutional sizes. Kounty Kist brand, good values in fine vegetables. (In Restaurant management, Oct. 1959, p.12-13) Appl. author: Leo Burnett Co. © 10Oct59; KK148880.

The petits pois of France alone match the flavor of these delicate little peas; Le Sueur. (In The New Yorker, Nov. 7, 1959, p.179) Appl. author: Leo Burnett Co., Inc. © 5Nov59; KK148889.

Save 3¢ from regular price of Green Giant brand ... great big, tender, sweet peas. (In The Daily sun, Sept. 17, 1959, p.E-7) Appl. author: Leo Burnett Co., Inc. © 17Sep59; KK148898.

GREEN HOUSE KIT CO. ©
Craft kit instruction sheet.
© 28Dec59; KK148258.

GRO-KOTE CO. ©
Gee, I wish my owners would stop with the oils in my food and messy baths, and give me something for this dry, scaly skin of mine. (In The Kennel review magazine, Nov. 1959, p.3) © 1Nov59; KK149850.

GROLIER, INC. AMERICANA CORP. SEE Americana Corp.

GROLIER SOCIETY, INC. ©
Start him toward success with the authoritative easy to understand science library; The Book of Popular Science. (In Look, Mar. 29, 1960, p.50g) Appl. author: Doyle Dane Bernbach, Inc. © 15Mar60; KK150471.

GROVE LABORATORIES, INC. ©
Research finds new fast way to shrink hemorrhoids without surgery; Pazo formula. (In Life, May 2, 1960, p.134) Appl. author: Robert DeHavilland. © 28Apr60; KK151192.

GUARANTY SAVINGS & LOAN ASSN., BIRMINGHAM, ALA.

Flying G Savers Club membership card. © Guaranty Savings & Loan Assn.; 10Oct59; KK149078.

Flying G Savers Club song. © Guaranty Savings & Loan Assn.; 10Oct59; KK149077.

GUILD WINE CO. ©
Enjoy Guilding, it's a ball. (In The Sacramento bee, Mar. 15, 1960, p.D2) Appl. author: Compton Advertising, Inc. © 15Mar60; KK151046.

GULICK, JEAN F. SEE Gulick's Driving School, Denver.

GULICK, JOSEPH S. SEE Gulick's Driving School, Denver.

GULICK, MARIANE J. SEE Gulick's Driving School, Denver.

GULICK'S DRIVING SCHOOL, DENVER.
Home of the most carefully trained drivers. © Gulick's Driving School, Jean F. Gulick, Mariane J. Gulick, Joseph S. Gulick; 15Feb60; KK151613.

GUNDLACH (G. P.) & CO. ©
Bouncing energy, enjoy it with milk. © 8Sep59; KK151475.

GUTMANN, ADDIS. SEE Alaska Jewelry Co.

H

H. A. C. SEE Hughes Aircraft Co.

H. B. C., INC. SEE Hills Bros. Coffee, Inc.

H. B. I. SEE Hollywood Brands, Inc.

H. C. CO. SEE Hoff Chemical Corp.

H. D. H. MFG. CO. SEE Hudson (H. D.) Manufacturing Co.

HFP, INC. SEE Hung's Food Products, Inc.

H. P. SEE Howson Products, Inc.

HAGEN (WALTER) GOLF. ©
Alone in their greatness; the new 1960 Haig Ultra Woods. (In Golfdom, Feb. 1960, p.31) Appl. author: Roche, Rickard & Cleary, Inc. © 10Feb60; KK152172.

HAIR STATE, INC. SEE Summit Laboratories.

HAIRNET CORP. OF AMERICA. ©
Jacqueline, a Jac-O-Net product; jeweled glamour hair net. No.246. © 1Aug59; KK150175.
Jewel-O-Net, by Jac-O-Net; jeweled glamour hair net. No.241. © 1Mar59; KK150174.

HALL (ROBERT) CLOTHES, INC. ©
This Easter join America's best dressed families who shop and save the low-overhead way. (In Life, Mar. 21 1960, p.8-9) © 17Mar60; KK150078.

HALLBERG, DONALD O. SEE Hallberg (O. A.) & Sons.

HALLBERG (O. A.) & SONS.
Royal Pride brand 6 apple boysenberry Lick Stix. Net contents 15 fluid ounces. © O. A. Hallberg & Sons, a copartnership comprised of Oscar A. Hallberg, Donald O. Hallberg & Robert J. Hallberg; 27May60; KK151695.

HALLBERG, OSCAR A. SEE Hallberg (O. A.) & Sons.

HALLBERG, ROBERT J. SEE Hallberg (O. A.) & Sons.

HAMILTON MANUFACTURING CO. ©
American modular, fashioned for customized operators. Cabinets. Appl. author: A. B. Pupeter. © 10Mar60; KK149860.

HAMM (THEO.) BREWING CO. ©
From the land of sky blue waters. Can; glass; sunset. Appl. author: Campbell-Mithun, Inc. © 25Oct59; KK148645.

From the land of sky blue waters. [Fawns in woods beside lake; glass] Appl. author: Campbell-Mithun, Inc. © 16Feb60 (in notice: 1959); KK149130.

From the land of sky blue waters. Picnic land. Appl. author: Campbell-Mithun, Inc. © 16May60; KK151990.

HAMMOND ORGAN CO. ©
Beautiful music without any tuning expense ever. Church model. (In Catholic building & maintenance, Sept.-Oct. 1959, p.35) Appl. author: Young & Rubicam, Inc. © 15Sep59; KK148003.

Beautiful music without any tuning expense ever. Church model. [Man seated at organ] (In Christian life, Oct. 1959, p.3) Appl. author: Young & Rubicam, Inc. © 20Sep59; KK148004.
Christmas surprise; for them, an all-new Hammond organ. Extravoice. (In The Saturday evening post, Dec. 5, 1959, p.11) Appl. author: Young & Rubicam, Inc. © 1Dec59; KK148618.

Exclusive firsts from Hammond's pioneering research assure product leadership. Extravoice. (In Piano trade magazine, Sept. 1959, cover) Appl. author: Young & Rubicam, Inc. © 1Sep59; KK148002.

Famous organists and the Hammond organ; Ethel Smith praises its registration flexibility. (In International musician, Sept. 1959, p.7) Appl. author: Young & Rubicam, Inc. © 1Sep59; KK148001.

Famous organists and the Hammond organ. Lenny Dee values it's fluidity, versatility, and response. (In International musician, Jan. 1960, p.21) Appl. author: Young & Rubicam, Inc. © 1Jan60; KK149927.

HAMMOND ORGAN CO.-Con.

Famous organists and the Hammond organ. Milt Herth extols its tone quality, response, and flexibility. (In International musician, Nov. 1959, p.8) Appl. author: Young & Rubicam, Inc. © 1Nov59; KK148617.

Famous organists and the Hammond organ. My only regret, says Hal Shultz, is that I shall not live long enough to fully exploit ... this amazing instrument. (In International musician, Mar. 1960, p.6) Appl. author: Young & Rubicam, Inc. © 1Mar60; KK151007.

For the gift you'll enjoy together in all the years to come, give today's most creative musical instrument. (In Coronet, Dec. 1959, p.23) Appl. author: Young & Rubicam, Inc. © 19Nov59; KK148621.

For the music that keeps you young in spirit, choose today's most creative musical instrument. (In Music Journal, Sept. 1959, p.47) Appl. author: Young & Rubicam, Inc. © 25Aug59; KK148012.

A Hammond family doesn't just happen. (In Piano trade magazine, Mar. 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Mar60; KK150995.

The Hammond organ is. (In Piano trade magazine, Nov. 1959, cover) Appl. author: Young & Rubicam, Inc. © 1Nov59; KK148622.

Hammond's carefully planned engineering pre-assures consumer acceptance, guarantees product leadership. (In Piano trade magazine, Oct. 1959, cover) Appl. author: Young & Rubicam, Inc. © 1Oct59; KK148005.

It can be in your home tomorrow; a new Hammond organ at the lowest price ever. Extravoice. (In The Saturday evening post, Sept. 5, 1959, p.73) Appl. author: Young & Rubicam, Inc. © 1Sep59; KK147999.

The leader look in organs is Hammond. Extravoice organ & 5 other styles. (In Piano trade magazine, Jan. 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Jan60; KK149928.

Let music draw you together in the longer evenings ahead, choose today's most creative musical instrument. (In The Reader's digest, Nov. 1959, p.231) Appl. author: Young & Rubicam, Inc. © 21Oct59; KK148620.

Let music take the chill off a cold winter's night. (In House beautiful, Jan. 1960, p.5) Appl. author: Young & Rubicam, Inc. © 22Dec59; KK149922.

Mrs. America says: We weren't a musical family, but now we're all having fun with the Hammond chord organ. (In Ebony, Oct. 1959, p.13) Appl. author: Young & Rubicam, Inc. © 16Sep59; KK148000.

New from Hammond, the new Hammond self-contained organ. (In Dispason, Jan. 1960, p.31) Appl. author: Young & Rubicam, Inc. © 1Jan60; KK149924.

A new opportunity for your school to own an organ; a new Hammond organ of rich tone. Extravoice. (In School management, Apr. 1960, p.117) Appl. author: Young & Rubicam, Inc. © 23Mar60; KK150993.

A new organ sound, a new look, and a new low Hammond price; Extravoice. (In The Saturday evening post, Nov. 7, 1959, p.1) Appl. author: Young & Rubicam, Inc. © 2Nov59; KK148619.

Rich in music, yet it's yours for the lowest price in Hammond history. Extravoice. (In The Saturday evening post, Oct. 3, 1959, p.167) Appl. author: Young & Rubicam, Inc. © 29Sep59; KK148006.

The science of sound and musical tone. (In Piano trade magazine, Feb. 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Feb60; KK150996.

Season's greetings to Hammond organ dealers and the music industry. (In Piano trade magazine, Dec. 1959, cover) Appl. author: Young & Rubicam, Inc. © 1Dec59; KK149926.

So challenging, there's a lifetime of music in it; chord organ. (In Coronet, Feb. 1960, p.19) Appl. author: Young & Rubicam, Inc. © 19Jan60; KK149920.

So filled with music, it's a gift the family will never outgrow; chord organ. (In Ebony, Dec. 1959, p.49) Appl. author: Young & Rubicam, Inc. © 18Nov59; KK149921.

Study of the classics, music after the game, in solemn convocation; your school needs the Hammond organ. (In School management, Jan. 1960, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 23Dec59; KK149923.

This is the new Hammond Extravoice organ. (In The National grange monthly, Apr. 1960, p.9) Appl. author: Young & Rubicam, Inc. © 28Mar60; KK151006.

This new Hammond organ can be in your church next Sunday for the lowest Hammond price ever; Extravoice. (In Extension, Apr. 1960, p.3) Appl. author: Young & Rubicam, Inc. © 10Mar60; KK151010.

To intensify organ and music awareness, Hammond publicity talks to nearly everybody. (In Piano trade magazine, Aug. 1959, cover) Appl. author: Young & Rubicam, Inc. © 1Aug59; KK147998.

What is a Hammond organ? It is a Mr. & Mrs. thing. (In National geographic, Apr. 1960, p.423) Appl. author: Young & Rubicam, Inc. © 1Apr60; KK150991.

What is a Hammond organ? It is a rare chance for a busy man to relax his nerves. (In Commerce magazine, Mar. 1960, p.189) Appl. author: Young & Rubicam, Inc. © 15Mar60; KK150994.

Why you can find exactly the right organ for your church with Hammond. Extravoice organ & other styles. (In Christian life, Jan. 1960, p.3) Appl. author: Young & Rubicam, Inc. © 20Dec59; KK149925.

HANCOCK (JOHN) MUTUAL LIFE INSURANCE CO. ©

Your life insurance policy is a symbol of all these things. (The Emotivator) © 30Mar60; KK151076.

HANDY PRODUCTS CO. ©

Do-it-yourself, the home plumber; toilet water supply tube. 3/8" O.D. flexible copper tube supplies. Appl. author: Lavena S. Hoffmann. © 2May60; KK151693.

The home plumber; flexible supplies and fittings for every water supply hook-up. 3/8" O.D. flexible copper tube supplies and brass fittings. Appl. author: Lavena S. Hoffmann. © 2May60; KK151694.

HANKENSON, ETHEL K. SEE Olde Street Lamp Shop.

HANKENSON, RICHARD K. SEE Olde Street Lamp Shop.

HANNAH (H.) CO. ©

Treats from the tropics; Hawaiian fruit salad. Net contents 1 lb. Appl. author: H. Hannan, Jr. © 5Oct59; KK147955.

HARDESTY (R. H.) CO., INC. ©

Company A. Replica of the original mini-ball cartridge box used in the Civil War. Candy net weight 8 oz. © 26Apr50; KK151265.

HARNISCHFEGGER HOMES, INC. ©

Thousands saw it at the sports show and loved it; Forestaire vacation homes. (In Milwaukee sentinel, Apr. 2, 1960, pt.3, p.7) © 2Apr60; KK150524.

HARTSELL LABORATORIES, INC. ©

Free; coupon. The aristocrat of jewelry cleaners. Appl. author: Harold E. Hartsell. © 10Oct59; KK148043.

HAWAIIAN PUNCH, INC. ©

Hawaii comes to your party. Hawaiian punch; golden punch. Appl. author: Atherton Mogge Privette, Inc. © 20Nov59; KK148857.

HAYDON (A. W.) CO. ©

New stepping devices and stepper motors. (Technical brochure, SP9-1) © 25Nov59; KK150948.

HAZELLE, INC. ©

Toys that come to life; marionettes. 800 series & others. Appl. authors: J. Woodson Rollins & Hazelle Rollins. © 14Apr60; KK150443.

HENSON-KICKERNIC, INC. ©

Newest lingerie news in years. Satin-Knit; Sparkle-Knit. (In Women's wear daily, Dec. 17, 1959, p.17) © 17Dec59; KK148457.

HERCULES POWDER CO. ©

Product data. Appl. author: F. E. Schmitt, Jr.

No.

244. PE-200, fine-particle-size technical pentaerythritol. © 8Oct59; KK148540.

245. Metalyn, the distilled methyl ester of tall oil. © 15Oct59; KK148423.

247. Neolyn 23, an oil-free rosin alkyl. © 5Apr60; KK150979.

407. Ceron N, AN, and CN, water-soluble derivatives of natural polymers. © 14Mar60; KK150388.

701. Yarmor 302 and Yarmor 317, the finest grades of Hercules pine oil. © 29Feb60; KK149656.

702. Yarmor 302W, a special grade of Hercules pine oil. © 29Feb60; KK150111.

703. Yarmor 350, a special grade of Hercules pine oil. © 29Feb60; KK149655.

704. Yarmor F, the flotation grade of Hercules pine oil. © 29Feb60; KK149654.

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706. Dipentene no.122, a terpene hydrocarbon solvent. © 21Mar60; KK150389.

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248. Formaldehyde. © 12May60; KK151964.

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Imitation fruit vanilla flavor.

8 fluid ozs. © A. M. Hollingsworth & Mrs. E. K. Spence d.b.a. Hollingsworth Products Co.; 22Feb58 (in notice: 1957); KK150483.

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HOPP PRESS, INC. ©

Now, display an 11" x 14", or smaller, frame directly in your meat and produce case; Clamp-O-Frame. © 4Apr60; KK151072.

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Tamper-proof slide-on cap moulding, Cap-Divid-O in anodized aluminum, creates a better display in self-service cases. © 4Apr60; KK151071.

HORIZON HOUSE, INC. ©

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Spray as you stroll; Stroller. No.1023. 3 gallons. © 30Sep59; KK148537.

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- We promise that you'll hear from us within one week; new infrared search systems. (In Astronautics, Jan. 1960, p.69) Appl. author: Foote, Cone & Belding. © 25Dec59; KK149794.
- We promise you a reply by telephone or wire within 48 hours; new openings in space age electronic projects. (In Astronautics, Mar. 1960, p.87) Appl. author: Foote, Cone & Belding. © 25Feb60; KK149793.
- We promise you a reply within one week; opportunities in exploratory studies, advanced planning, systems analysis. (In The Reflector, Mar. 1960, p.34) Appl. author: Foote, Cone & Belding. © 1Mar60; KK149795.
- What the systems concept means at Hughes. (In ISA journal, Sept. 1958, p.137) Appl. author: Foote, Cone & Belding. © 10Sep58; KK148665.
- What the systems concept means at Hughes. (In San Diego IRE bulletin, Aug. 1958, p.11) Appl. author: Foote, Cone & Belding. © 1Aug58; KK148960.
- When quick as a wink is too slow; semiconductors. (In U.S. news & world report, Oct. 26, 1959, p.70-71) Appl. author: Foote, Cone & Belding. © 19Oct59; KK149803.
- Why Hughes cannot hire the average engineer despite our unprecedented number of openings. (In Physics today, Sept. 1958, p.13) Appl. author: Foote, Cone & Belding. © 3Sep58; KK148958.
- Zener diodes in a proven glass package. (In Electrical engineering, Apr. 1959, p.35A) Appl. author: Foote, Cone & Belding. © 18Mar59; KK149788.
- HUMPHREY ELEVATOR CO., INC. © Employees' manlift elevators. Appl. author: Gould, Brown & Bickett, Inc. © 9May60; KK151102.
- HUNG'S FOOD PRODUCTS, INC. © Chicken chop suey; exotic foods of the Orient prepared by master chefs. Net weight 1 pound. © 21Mar60; KK149767.

HUNTER DOUGLAS DIVISION, BRIDGEPORT BRASS CO. SEE Bridgeport Brass Co. Hunter Douglas Division.

HYDE, E. T. ©
Disposo, plastic sanitary bags.
© 18Jan60 (in notice: 1959);
KK149531.

HYDRA-SEAL CO. SEE Hydra-Seal Water-proofing Co.

HYDRA-SEAL WATERPROOFING CO.
Stop basement leakage and corrosion from the outside without digging with Hydra-clay. Appl. author: Paul L. Thurston. © Hydra-Seal Waterproofing Co. (in notice: Hydra-Seal Co.); 13Aug59; KK148389.

HYDRO-LINE MANUFACTURING CO. ©
Air and hydraulic cylinders meet all JIC specifications. Series R2; N2. © 13Oct59; KK147979.

HYPERSONICS, INC. ©
Ultrasol shampoo for men. Six. Appl. author: J. M. Jerome. © 10Nov59; KK149971.

I

I.I. INC. SEE Ideal Industries, Inc.

INCO. SEE International Nickel Co., Inc.

IDEAL FASTENER CORP. ©
America's best zipper value, Mytie-Mite. (In Apparel manufacturer, Aug. 1959) © 10May59; KK148546.

IDEAL INDUSTRIES, INC. ©
Just a twist of the wrist makes your wiring jobs easier. Wing-Nut; Wire-Nut; Wrap-Cap. (In Electrical construction and maintenance, Jan. 1960, p.46-47) Appl. author: Stoetzel & Associates, Inc. © 10Jan60; KK150586.

Make it easy on the corners; pulling elbows are the easy way around. (In Contractors' electrical equipment, Jan. 1960, p.32) Appl. author: Stoetzel & Associates, Inc. © 15Jan60; KK150585.

More use these than any other; Wire-Nuts. (In Qualified contractor, Mar. 1960, p.10-11) Appl. author: Stoetzel & Associates, Inc. © 5Mar60; KK150588.

What? Splicing a branch circuit without tools? Yes, because only Wing-Nut has a built-in wrench. (In Electrical construction and maintenance, Feb. 1960, p.56-57) Appl. author: Stoetzel & Associates, Inc. © 10Feb60; KK150587.

IDEAL TOY CORP. ©
Currier & Ives tea set. No.4656. © 2May60; KK151389.

Fix-it fire truck; take apart, put together. No.3052. © 2May60; KK151390.

Hot rod crash helmet. No.4204-4. © 2May60; KK151388.

Monkey Stix; includes propellers, flags & wheels. No.3184-9. NM: revisions. © 6Apr60; KK150264.

Monkey Stix. NM: revision. © 6Apr60; KK150265.

INCENTIVE IDEAS, INC. ©
Enjoy driving, play Sight-O, the Mobil travel game. 2d ed. Appl. author: Clarence L. Callaway. © 8Jan60 (in notice: 1959); KK149439.

Enjoy driving, play Sight-O, the Mobil travel game. 3d ed. Appl. author: Clarence L. Callaway. © 8Jan60 (in notice: 1959); KK149438.

Enjoy driving, play Sight-O, the Mobil travel game. 4th ed. Appl. author: Clarence L. Callaway. © 8Jan60 (in notice: 1959); KK149437.

Enjoy driving, play Sight-O, the Mobil travel game. 5th-6th ed. Appl. author: Clarence L. Callaway. © 8Jan60 (in notice: 1959); KK149435-149436.

INDUSTRIAL DIVISION, AMERICAN RADIATOR & STANDARD SANITARY CORP. SEE American Radiator & Standard Sanitary Corp. Industrial Division.

INLAND HOMES CORP. ©
The house the mass market can afford; the bold and beautiful new Mustang. (In NAHB Journal of homebuilding, Jan. 1960, p.53) © 20Jan60; KK149262.

Layout suggestion for subdivision sign. The 3-bedroom Mustang in Briarhill Estates. © 31Dec59; KK151611.

Mustang open house. © 31Dec59; KK149264.

Quality packed new Thunderbird. (In Manufactured homes, Sept. 1959, p.17) © 10Sep59; KK149263.

Sell in the \$11,000 mass market with the Mustang. (In NAHB Journal of homebuilding, Apr. 1960, p.8) © 15Apr60; KK150434.

Suggested model home landscaping, lighting and traffic control plan. © 31Dec59; KK151166.

INSTITUTE OF FINE FIBRES, LTD. ©
Mona Lisa 100% imported virgin cashmere. Hang tag. Appl. author: Mary Keane. © 2May60; KK151142.

Queen's Ransom fabric is quality-tested and certified ... to be number one quality 100% virgin cashmere. Hang tag. Appl. author: Mary Keane. © 31Dec59; KK151065.

INSURANCE NEWS, INC. ©
Most frequently recommended; Oregon MFR firms. (In Insurance news, Apr. 1960, p.65) © 4Apr60; KK150926.

INTERNATIONAL BIOTICAL CORP. ©
Rohde-Spencer Co. announces a remarkable new method to obtain benefits of infra red heat therapy and massage in the privacy of your own home; Infra-Massage. © 15Feb60 (in notice: 1959); KK149368.

When muscular, rheumatic or arthritic-like pains strike; Infra Massage. Complete mailing piece. © 15Feb60; KK149365.

INTERNATIONAL ELECTRIC CO. ©
I tell you men, this is the fencer that won't short out. Weed chopper electric fencer [& other items] © 15Jan60; KK148344.

Permanent electronic barrier; electric fences. © 1May60; KK151018.

INTERNATIONAL LATEX CORP. ©
All new Playtex Cotton-Pretty bra. (In Good housekeeping, Mar. 1960, p.52) Appl. author: Reach, McCClinton & Co., Inc. © 20Feb60; KK149990.

And now it's available in 3/4 length, too; Playtex Living longline bra. © 1Feb60; KK149680.

Every time you introduce Dryper to a new mother customer, it can mean \$200 a year in repeat sales; Playtex. P-1102. © 11Jan60; KK149818.

Exciting, the new soft cotton lining in the all-new Playtex. P-7108. © 4Dec59; KK149816.

Eyes Right goggle cleaner and anti-fog with controlled surface tension. (In Occupational hazards, June 1960, p.25) Appl. author: Reach, McCClinton & Co., Inc. © 1Jun60; KK151666.

For summertime glamour, go strapless in comfort; Playtex Living longline strapless bra. © 1May60; KK152243.

Free Playtex Living glove. (In Good housekeeping, Nov. 1959, p.211) Appl. author: Reach, McCClinton & Co., Inc. © 20Oct59; KK148209.

Have Dryper will travel; Playtex Dryper disposable diapers. (In Good housekeeping, June 1960, p.126) Appl. author: Reach, McCClinton & Co., Inc. © 20May60; KK151218.

Heavenly comfort for every summer activity; Playtex Living bras. [Girls attired for various sports] © 16May60; KK152248.

Heavenly comfort for every summer activity; Playtex Living bras. [Girls in underclothing standing beside girls on bicycles] © 16May60; KK152252.

Heavenly comfort for every summer activity; Playtex Living bras. [Girls on bicycles] © 16May60; KK152247.

Introducing a fabulous new bra fabric of cotton and Dacron; Playtex Cotton-Pretty bra. P-8110. © 1Jan60 (in notice: 1959); KK148747.

It's here, the all-new Playtex Living girdle, 6.95. © 18Jan60; KK149682.

It's new; with the new soft, cool cotton lining, the all-new Playtex Living girdle. © 18Jan60; KK149681.

It's new; with the new soft, cool cotton lining, the all-new Playtex Living girdle. P-7112. © 1Feb60; KK149684.

Limited time only, get \$1.00; you get \$1.00 for any old bra when you buy any Playtex Living bra. (In Los Angeles examiner, Oct. 26, 1959, section 2, p.7) Appl. author: Reach, McCClinton & Co. © 26Oct59; KK149644.

Limited time only, get \$1.00 for any old bra when you buy any Playtex Living bra. (In The Albuquerque tribune, Oct. 27, 1959, p.A-10) Appl. author: Reach, McCClinton & Co. © 27Oct59; KK149643.

Lovelier hands in just 9 days; Playtex Living gloves. (In Good housekeeping, Mar. 1960, p.40) Appl. author: Reach, McCClinton & Co., Inc. © 20Feb60; KK149251.

Lovelier hands in only 9 days; Playtex Living gloves. P-3042. © 11Jan60; KK148748.

Made by Playtex, and only 2.50, to give you the young figure look. Fashion-Magic bra; Cotton-Pretty bra. © 16May60; KK152249.

Make your trips with baby the fun they should be, always travel with Playtex Dryper disposable diapers. © 1May60; KK152244.

New, for the shorter-waisted figure, a brand new 3/4 length longline bra; Playtex Living longline bra. © 1Mar60; KK152241.

New Playtex Mold 'n Hold zipper girdle. © 1Sep59; KK149814.

New, Playtex strapless bra. © 15Mar60; KK152251.

Now available from your wholesaler, the biggest growth item in the baby field; Playtex Dryper disposable diapers. P-1115. © 16May60; KK152242.

Now, summertime is Playtex time because there's an all-new cool cotton lining in the all-new Playtex panty briefs. © 1Apr60; KK152254.

Now, summertime is Playtex time because there's an all-new cool cotton lining in the all-new Playtex panty briefs and girdles. © 1Apr60; KK152253.

Now, summertime is Playtex time because there's an all-new cool cotton lining in the all-new Playtex panty briefs and girdles. © 1May60; KK152245.

- Playtex Cotton-Pretty bra. © 2Jan60; KK149677.
- Playtex Living bra. Style no.162, circular stitch cotton cups. © 27Sep58; KK149676.
- Playtex Living gloves. (Package 5907) © 1Jul59; KK149813.
- Playtex waterproof baby pants. P-1098. © 1Jan60; KK149817.
- Sale, Playtex Living bras. © 16May60; KK152255.
- Sale, slightly irregular Playtex girdles with new soft cool cotton lining. Mold 'n Hold zipper girdle; magic controller. © 1Jun60; KK152246.
- Sale, waterproof Playtex Dress-Eez baby pants. © 1May60; KK152250.
- Save your hands from detergent and cleanser chapping; Playtex Living gloves. NM: additional text. © 11Jan60; KK149815.
- So much better for baby; so much easier for you; revolutionary new Playtex nurser. (In Sunday (Indianapolis star) Nov. 8, 1959, p.15) © 8Nov59; KK149339.
- Store name introduces the exciting all-new Playtex Living girdle, 6.95. © 18Jan60; KK149683.
- The surest hands in industry wear Playtex gloves. (In National safety news, June 1960, p.81) Appl. author: Reach, McClinton & Co., Inc. © 1Jun60; KK151710.
- There's an all-new soft cool cotton lining in Playtex girdles; now, summertime is Playtex time. P-7119. © 1May60; KK152256.
- This year over 18,000,000 bibs will be sold and Playtex is the no.1 bib line by far. P-1100. © 11Jan60; KK149819.
- INTERNATIONAL METAL PRODUCTS DIVISION, MCGRAW-EDISON CO. SEE McGraw-Edison Co. International Metal Products Division.
- INTERNATIONAL MINERALS & CHEMICAL CORP. © Putting and keeping sales in orbit. © 12Oct59; KK148155.
- INTERNATIONAL NICKEL CO., INC. © For beauty that lasts the life of the house, a nickel stainless steel sink; Inco. (In The Saturday evening post, Apr. 2, 1960, p.112) © 29Mar60; KK151117.
- Now, steel with nickel can save taxpayers 7 million a year on highway upkeep; Inco. (In U.S. news & world report, Mar. 14, 1960, p.125) © 7Mar60; KK151103.
- Surround yourself with nickel stainless steel; Inco. (In The Saturday evening post, Feb. 6, 1960, p.52-53) © 2Feb60; KK149069.
- Through rugged tests at open pit mine, Inco helps industry develop new markets for gas turbine engine. (In U.S. news & world report, May 9, 1960, p.74) © 2May60; KK151112.
- INTERNATIONAL PAPER CO. © Paper products in your daily life; bakeries. July 1960. © 15Jun60; KK152104.
- Paper products in your daily life; business papers. February 1960. © 15Jan60; KK148370.
- Paper products in your daily life; corrugated board. March 1960. © 15Feb60; KK149133.
- Paper products in your daily life; food packaging. June 1960. © 15May60; KK151372.
- Paper products in your daily life; packaged paper products. May 1960. © 15Apr60; KK150630.
- Paper products in your daily life; Sunday newspaper supplements. April 1960. © 15Mar60; KK150044.
- INTERNATIONAL PUBLISHERS CORP. © Note the flexibility of these ads. (Series B) Appl. states prev. pub. as Savings Institution series. NM: revision. © 1Jun60; KK152134.
- Note the flexibility of these ads. (Series C) © 1Jun60; KK152133.
- Note the flexibility of these ads. (Series M) © 1Jun60; KK152132.
- Note the flexibility of these ads; your name here. (Series S) © 1Jun60; KK152131.
- ISAACS, BERT BENJAMIN. SEE American Clock Co.
- ISODINE PHARMACAL CORP. © At last, science develops a medicine for bad breath in pleasant-tasting mouthwash form. (In The Courier-Journal magazine, Feb. 7, 1960, p.35) Appl. author: Reach, McClinton & Co., Inc. © 7Feb60 (in notice: 1959); KK148945.
- Chronic athlete's foot? Athlete's foot treatment. (In Sports illustrated, Feb. 22, 1960, p.67) Appl. author: Reach, McClinton & Co., Inc. © 17Feb60; KK149250.
- Daddy, daddy, daddy. Antiseptic. (In Orlando evening star, Dec. 21, 1959, p.3-D) Appl. author: Reach, McClinton & Co. © 21Dec59; KK148231.
- Do caterpillars suffer from athlete's foot itch? Athlete's foot treatment kit. (In Sports illustrated, Jan. 11, 1960, p.68) Appl. author: Reach, McClinton & Co. © 8Jan60; KK148230.
- Do eagles suffer from athlete's foot itch? Athlete's foot treatment kit. (In Sports illustrated, Jan. 18, 1960, p.W4) Appl. author: Reach, McClinton & Co., Inc. © 13Jan60; KK148634.
- Do elephants suffer from athlete's foot itch? Athlete's foot treatment kit. (In Sports illustrated, Jan. 25, 1960, p.55) Appl. author: Reach, McClinton & Co., Inc. © 20Jan60; KK148635.
- Doctors warn itching toes are often first sign of ringworm infection. Athlete's foot treatment. (In The Houston chronicle, Mar. 9, 1960, section 5, p.3) Appl. author: Reach, McClinton & Co., Inc. © 9Mar60; KK149991.
- Doctors warn stomach pain sufferers, excess stomach acid may break down mucin that protects stomach lining; Promucin tablets. (In Rockford morning star, Dec. 1, 1959, p.B-7) Appl. author: Reach, McClinton & Co. © 1Dec59; KK149539.
- How could such a tiny scratch cause her child such suffering; antiseptic. (In Toledo Sunday blade pictorial, Dec. 6, 1959, p.42) Appl. author: Reach, McClinton & Co. © 6Dec59; KK149993.
- How leading hospital stops sore throat pain fast; gargle. (In Empire magazine (Denver post) Jan. 10, 1960, p.20) Appl. author: Reach, McClinton & Co., Inc. © 10Jan60; KK148636.
- Mommy, mommy, mommy. Antiseptic. (In Illinois state register, May 6, 1960, p.19) Appl. author: Reach, McClinton & Co., Inc. © 6May60 (in notice: 1959); KK151219.
- Mouthwash, to destroy, not just mask, offensive mouth odors. Contents: 8 fluid ounces. © 12Jan60 (in notice: 1959); KK149679.
- New, easy way to wipe out athlete's foot; Quik-Stiks. (In The Greensboro record, June 1, 1960, p.B8) Appl. author: Reach, McClinton & Co., Inc. © 1Jun60; KK151637.
- New Nasalaire for instant relief; nasal congestion. Carton. © 11Jan60 (in notice: 1959); KK149678.
- Now, science announces relief from even executive stomach pain; Promucin antacid tablets. (In The Terre Haute tribune, Feb. 24, 1960, p.3) Appl. author: Reach, McClinton & Co., Inc. © 24Feb60; KK149992.
- Ride all day, never get carsick; Paxomine. (In Fort Wayne Journal gazette, May 20, 1960, p.6) Appl. author: Reach, McClinton & Co., Inc. © 20May60; KK151509.
- Science discovers beautiful new way to stop dandruff worries without dulling, drying medicated shampoos. Antiseptic. (In The South Bend tribune magazine, Jan. 10, 1960, p.5) Appl. author: Reach, McClinton & Co. © 10Jan60; KK148229.
- Science finds the way to end that awful urge to get carsick; Paxomine. (In Youngstown vindicator, May 20, 1960, p.10) Appl. author: Reach, McClinton & Co., Inc. © 20May60; KK151665.
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- Travel sickness formula prescribed by doctors now available without prescription; Paxomine. (In Akron beacon journal, May 20, 1960, p.44) Appl. author: Reach, McClinton & Co., Inc. © 20May60; KK151708.
- Which of these 17 infection problems do you have? Antiseptic. (In Tulsa Sunday world, Dec. 6, 1959, p.11) Appl. author: Reach, McClinton & Co., Inc. © 6Dec59; KK149994.
- ITALIAN FASHION IMPORTS. © Aereo, the new weightless weathercoat from Italy. (In Gentlemen's quarterly, Apr. 1960, p.132) Appl. author: Will Kaplan Advertising. © 24Mar60; KK151574.
- ITKIN BROS., INC. © Without Itkin partitions, an office is full of bottlenecks. (In The New York times, Jan. 11, 1960, p.4) Appl. author: Smith-Greenland Co. © 11Jan60; KK148163.
- IT'S A DILLY CO. © Enjoy a dilly-icious Dilly burger. Appl. author: Elliott M. Weinstein. © 16Nov59; KK148292.
- Enjoy a ranch style Dilly-dog with that wonderful bar-b-q flavor of the old west. Appl. author: Elliott M. Weinstein. © 16Nov59; KK148293.
- J
- J. & J. SEE Johnson & Johnson.
- JCC. SEE Jack's Cookie Companies, Inc.
- J3&MCO., LTD. SEE Johnson Gear & Manufacturing Co., Ltd.
- JJ. SEE Janofsky, Jack.
- J. O. M. C. SEE Oster (John) Manufacturing Co. Cummins Portable Tools.
- JACK'S COOKIE COMPANIES, INC. © Boys, girls, your name on a metal sign. (In Morning advocate, Baton Rouge, La., June 10, 1959, p.10B) © 10Jun59; KK148999.

JACOBS, RICHARD O.

Why, what, who? Physician's planning group. © Richard O. Jacobs & Jack K. Murray; 10Oct59; KK148287.

JACOBS BROS. MUSIC CO. ©

Hammond organ Christmas club. (In Philadelphia evening bulletin, Oct. 22, 1959, p.3) © 22Oct59; KK150110.

JACOBSEN MANUFACTURING CO. ©

Miracle mowing that's smooth, clean, safe, with new exclusive Turbocone. Turbo-Vac. (In Sunset, Jan. 1960, p.113) Appl. author: Aves, Shaw & Ring, Inc. © 25Dec59 (in notice: 1960); KK149068.

JAMESBURY CORP. ©

Double-Seal ball valves. (In Chemical engineering catalog, 1961, p.1193-1196) Appl. author: George T. Met-calf Co. © 13Jun60; KK151719.

JANOWSKY, JACK. ©

Enjoy a cooler, fresher, healthier home; Norky Windmaker attic fan. Natural cooling is naturally better. (Bulletin no.8-60) © 1Jun60; KK151683.

JARRETT, EDITH MOORE.

El camino real. SEE Houghton Mifflin Co.

JERCLAYDON, INC. ©

Glamorene shampoo for rugs and upholstery. Net cont. 32 fl. oz. © 2Feb59; KK148263.

Glamorene squeeze-on miracle oven cleaner. 8 oz. net wt. © 30Apr59; KK148534.

JET SPRAY COOLER, INC. ©

Information about service; cooler. © Jet Spray Cooler, Inc. d.b.a. Jet Spray; 31May60; KK151748.

JET SPRAY CORP. ©

Jet Spray cooler now available as Twin Jet, electrically refrigerated non-carbonated beverage dispenser. © 31Aug59; KK150406.

JOFFE (J. A.) & CO., INC. ©

Store assembled candy novelties for Christmas. Sugar pick reindeer, SX-6 & 11 other novelties. Appl. author: Julian A. Joffe. © 6Jun60; KK151690.

Store assembled candy novelties for the fall. Sugar picks, asst. A-SH-1, & 11 other novelties. Appl. author: Julian A. Joffe. © 6Jun60; KK151691.

JOHNSON (EDWARD E.) INC. ©

Screenings, v.4, no.1. February 1960. Looking ahead builds profits. Appl. author: Gould, Brown & Bickett, Inc. © 28Jan60; KK148765.

JOHNSON, GUILFORD G. ©

1st choice dish drainer. No.5771. © 29Apr60; KK151501.

1st choice dish drainer. No.5779. © 29Apr60; KK151500.

1st choice plate rack. No.5781. © 29Apr60; KK151499.

1st choice twin sink dish drainer. No.5778. © 29Apr60; KK151502.

JOHNSON, JAMES A. SEE House of Johnson Cosmetics.

JOHNSON (S. C.) & SON, INC. ©

Cream wax; furniture. Satin-lustre. Contents 1 pint U.S. liquid. © 16Aug56; KK148722.

Off keeps mosquitoes away 5 full hours. Endorsed by C. C. Anderson. (In Outdoor life, May 1960, p.31) Appl. author: Donald B. Williams. © 1May60; KK151032.

Off keeps mosquitoes away 5 full

hours. Endorsed by Erico Gornik. (In Outdoor life, July 1960, p.27) Appl. author: Donald B. Williams. © 1Jul60; KK152273.

Off keeps mosquitoes away 5 full hours. Endorsed by La Mont Albertson. (In Outdoor life, June 1960, p.31)

Appl. author: Donald B. Williams. © 1Jun60; KK151868.

Off keeps mosquitoes away 5 full hours. (In Sports illustrated, May 2, 1960, p.90) Appl. author: Donald B. Williams. © 2May60; KK150887.

One application lasts the whole round; Off, insect repellent. Endorsed by Mike Souchak. (In Golf digest, July 1960, p.38) Appl. author: Donald B. Williams. © 1Jul60; KK151635.

Porelon, micro-porous plastic. © 1Apr60; KK150498.

Raid, liquid ant and roach killer. Contents: 15 oz. liquid U.S. © 1Dec57; KK148851.

Your grip won't slip, it's greaseless; Off, insect repellent. Endorsed by Mike Souchak. (In Golf digest, June 1960, p.29) Appl. author: Donald B. Williams. © 1Jun60; KK151033.

JOHNSON (SAM) & SON'S FISHERIES, INC. ©

New low prices for now thru Lent 1960. Skipper Sam. © 18Jan60; KK148240.

JOHNSON & JOHNSON. ©

Another Johnson & Johnson dressing earns the guaranteed sterile patient-ready symbol. Two, 8 ply, 2" x 2" gauze sponges. © 15Aug59; KK148678. Clear, viscous, water-soluble K-Y sterile lubricant. (In American journal of obstetrics & gynecology, Aug. 1959, p.23) © 1Aug59; KK148679.

The complete line of quality milk filters. Rapid-Flo; Flocon. © 4Nov59; KK150813.

Dress-a-Doll disks ad mat sheet. Nos. 800-803. © 11Mar60; KK150272.

Exciting new extra value offer from Johnson & Johnson. Tek Denta-Static toothbrushes; milk filters. (In Farm store merchandising, Mar. 1960, p.49) © 1Mar60; KK150623.

For really safe filtration plus a reliable Rapid-Flo check up; SF, single gauze faced, milk filter disks. (In Milk & food technology) © 1Dec59; KK150271.

For really safe filtration plus a reliable Rapid-Flo check-up; SF, single gauze faced, milk filter disks. (In The Dairy plant field-man, Oct. 1959, p.6) © 10Oct59; KK148693.

For really safe filtration plus a reliable Rapid-Flo check-up; SF, single gauze faced, milk filter disks. New from Johnson & Johnson, Flocon rigid milk filter disks. (In Successful farming) © 1Sep59; KK148685.

Fragile, handle with Johnson's. Baby cream; powder. (In Ladies' home journal, Mar. 1960, p.26) © 1Mar60; KK150127.

Fragile, handle with Johnson's. Baby powder; lotion. (In Ladies' home journal, Jan. 1960, p.115) © 1Jan60 (in notice: 1959); KK150126.

Fragile, handle with Johnson's. Baby powder; oil. (In Ladies' home journal, June 1958, p.22) © 1Jun58; KK150275.

Fragile, handle with Johnson's. Baby powder; oil. (In Ladies' home journal, Sept. 1958, p.24) © 1Sep58; KK150273.

Fragile, handle with Johnson's. Baby powder; oil. (In Ladies' home journal, Nov. 1958, p.147) © 1Nov58; KK150128.

Fragile, handle with Johnson's. Baby powder; oil. (In Ladies' home journal, June 1959, p.19) © 1Jun59; KK150276.

Fragile, handle with Johnson's. Baby powder; oil. (In Ladies' home journal, July 1959, p.101) © 1Jul59; KK150274.

Johnson & Johnson introduces a new concept in quality milk production; Flocon rigid milk filter disks. © 10Sep59; KK148687.

Look, \$5,000 extra capital in your hands from the latest addition to Johnson & Johnson's continuing store-wide improvement program, Design for selling. © 14Dec59; KK148696.

Looking for better protection? Surgine linen saver; large; regular. Tri-Pad underpad. © 21Aug59; KK148690.

Make faster neater bandages with a natural cotton gauze that stretches, conforms, clings to itself; Kling. (In Industrial medicine & surgery) © 1Sep59; KK148684.

A new concept in quality milk production from Johnson & Johnson; Flocon rigid milk filter disks. (In Minnesota farmer) © 1Aug59; KK148698.

New from Johnson & Johnson research, Rapid-Flo Vaculine milk filters. © 4Jan60; KK148680.

New from Johnson & Johnson research, Rapid-Flo Vaculine milk filters. (In American milk review & milk plant monthly) © 1Aug59; KK148682.

New from Johnson & Johnson research, Rapid-Flo Vaculine milk filters. (In Hoard's dairyman) © 25Aug59; KK148697.

New from Johnson & Johnson research, Rapid-Flo Vaculine milk filters. (In Journal of milk & food technology) © 1Aug59; KK148694.

New, Rapid-Flo Rolstrip filter dispenser. © 10Oct59; KK150814.

New, Rapid-Flo Rolstrip filter dispenser for easier, cleaner, more profitable milk production. © 15Oct59; KK148686.

New Rapid-Flo Vaculine milk filters. Samples inside. © 17Aug59; KK148692.

Rapid-Flo milk filters ad mat sheet. No.610 & other items. © 10Sep59; KK148688.

Reduce dangers of cross infection; prep your patients with Castaway disposable razors. © 21Jul59; KK148689.

Soothing as slumber; baby liquid cream. (In Parents' magazine and family home guide) © 1Feb59; KK150619.

Soothing as slumber, protects between changes; baby liquid cream. (In Baby talk) © 1Jan60; KK150621.

That important line between safety and a lost sponge; blue line Ray-Tec x-ray detectable sponges. © 16Oct59; KK148683.

What can this symbol mean to you? Guaranteed sterile patient-ready. Dressings. © 10Aug59; KK148681.

You can create this colorful bridal party with the new array of Dress-A-Doll disks. © 13May59; KK148691.

JOHNSON & JOHNSON. LEPAGE'S DIVISION. ©

LePage's new plastic electrical tape. (In Hardware retailer) © 10Oct59; KK148695.

JOHNSON & JOHNSON. PERMACEL DIVISION. ©

Permacel dispensers and tape applicators. © 4Apr60; KK150622.

Permacel electrical products; condensed data book. Insulating compounds. © 6Aug59; KK148749.

Permacel junction box mount epoxy adhesive. © 27Jan60; KK150269.

Permacel paper tapes. © 29Oct59 (in notice: 1960); KK150268.

The trade will be looking for Permacel 903 wash 'n wipe cloth. © 25Jan60; KK150270.

JOHNSON CITY PUB. CO., INC. © Johnsonian guide step, a product of Endicott Johnson. © 2Jun60; KK151963.

JOHNSON GEAR & MANUFACTURING CO., LTD. © Standard and standard combination right angle turbine pump drive. Parts price list no.P601. March 1, 1960. Appl. author: George Maxwell Pamphilon. © 1Mar60; KK149342.

JONES, DORIS. SEE Essex Artists Co.

JONES, VERNON EDMOND. Apache tears; good luck. Semi-precious gem stones. © Vernon E. Jones & Coreen Jones; 25Feb60; KK149471.

Apache tears. Obsidian nodules. NM; revision & additions. © Vernon E. Jones & Coreen Jones; 4Jan60; KK148649.

K

KVP SUTHERLAND PAPER CO. © Holly Hill apple pie; frozen, ready to bake. Net weight 1 lb. 4 oz. © 24May60; KK152059.

Holly Hill blueberry pie; frozen, ready to bake. Net weight 1 lb. 4 oz. © 24May60; KK152056.

Holly Hill cherry pie; frozen, ready to bake. Net weight 1 lb. 4 oz. © 24May60; KK152058.

Holly Hill peach pie; frozen, ready to bake. Net weight 1 lb. 4 oz. © 24May60; KK152057.

KAARLELA, IRVING W. SEE Regal Enterprises.

KAIER (CHARLES D.) CO. © Light lager, special beer. 24 12-oz. bottles. © 6Apr60; KK151772.

KAMI KARDS. © Full color all occasion studio card assortment for the entire family. 10 different cards; 10 envelopes. Appl. author: Simpson Studios. © 11Mar60; KK149664.

KARAGHEUSIAN (A. & M.) INC. © When you fall in love with a carpet, it's probably Gulistan. (In Good housekeeping, Apr. 1960, p.145) Appl. author: Foote, Cone & Belding. © 17Mar60; KK151276.

KATHER, ALFRED. © Fold 'n Cary. 175 confetti dot. © 26Nov59; KK149303.

KAY ELECTRIC CO. © Auto-Node, catalog no.790; a new approach to noise-figure measurements. © 21Mar60; KK150594.

Ligna-Sweet, model SKV. © 21Mar60; KK150598.

Mega-Node, model 3000. © 21Mar60; KK150597.

Megavolter, catalog no.955-A; a new RF voltage calibrator. © 21Mar60; KK150595.

Microleter, catalog no.951; a 50-megacycle vacuum-tube voltmeter and video amplifier. © 21Mar60; KK150596.

Microminiature Finlite, the world's smallest. © 21Mar60; KK150593.

Sona-Sweep, model M. © 21Mar60; KK150599.

Technical bulletin. The Magna-Sweep. January 1960. © 1Feb60; KK149018.

KAY KRAFT ENTERPRISES. A Kay Kraft original poodle kit; do it yourself. Series A-D. © Kay Fitzpatrick & Boyd Thompson d.b.a. Kay Kraft Enterprises; 21Nov59; KK148384.

KAY PREPARATIONS CO., INC. © Lend us your face for 21 days and you'll see a complexion miracle; Cosmedicake. (In The Democrat & Chronicle, Rochester, N. Y., Nov. 15, 1959, p.9-E) © 14Nov59; KK149330.

KEASBEY & MATTISON CO. © K & M roof pitch chart. © 17Jan60; KK151079.

KELLING NUT CO. © Nut Shelf quality brand salted giant mix; family economy size. Net wt. 6 1/2 oz. (Item no.19) © 21Apr60; KK151942.

KELLOGG CO. © All Stars; sugar-toasted oat cereal. Mix or match cartoon cutouts. Net wt. 8 oz. © 2May60; KK150868.

The best to you each morning; corn flakes. Boy & package. (In Life, Feb. 29, 1960, p.40) Appl. author: Leo Burnett Co., Inc. © 25Feb60; KK149423.

The best to you each morning; corn flakes. [Cowboy & boy eating breakfast] (In Life, Mar. 14, 1960, p.34) Appl. author: Leo Burnett Co., Inc. © 10Mar60; KK150414.

The best to you each morning; corn flakes. [Elderly doctor at desk] (In Life, May 2, 1960, p.6) Appl. author: Leo Burnett Co., Inc. © 28Apr60; KK151409.

The best to you each morning; corn flakes. [Male in red shirt eating from bowl of cereal & strawberries] (In Life, June 6, 1960, p.88) Appl. author: Leo Burnett Co., Inc. © 2Jun60; KK152095.

The best to you each morning; corn flakes. Sisters at breakfast. (In Life, Apr. 11, 1960, p.155) Appl. author: Leo Burnett Co., Inc. © 7Apr60; KK151406.

The best to you each morning; corn flakes. [Student eating from bowl of cereal & reading book] (In Life, May 23, 1960, p.66) Appl. author: Leo Burnett Co., Inc. © 19May60; KK152092.

Civilized way to get the vigorous virtues of rice in the raw; Rice Krispies. (In Life, Apr. 4, 1960, p.80) Appl. author: Leo Burnett Co., Inc. © 31Mar60; KK150413.

Civilized way to get the vigorous virtues of rice in the raw; Rice Krispies. (In Life, Apr. 25, 1960, p.16) Appl. author: Leo Burnett Co., Inc. © 21Apr60; KK151410.

Civilized way to get the vigorous virtues of rice in the raw; Rice Krispies. (In Life, May 30, 1960, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 26May60; KK152093.

Concentrate; the greatest concentration of nutrients ever offered in a single all-purpose food. Food on table. (In The Reader's digest, Oct. 1959, p.30) Appl. author: Leo Burnett Co., Inc. © 25Sep59; KK148543.

Corn flake crumbs; corn-crisped chicken. (In Better homes & gardens, Mar. 1960, p.87) Appl. author: Leo Burnett Co., Inc. © 18Feb60; KK149421.

Delicious new diet balancer for every meal of the day; Concentrate. (In Reader's digest, June 1960, p.177) Appl. author: Leo Burnett Co., Inc. © 25May60; KK152087.

Delicious new diet balancer for every meal of the day; Concentrate. (In Time, Mar. 28, 1960, p.50) Appl. author: Leo Burnett Co., Inc. © 23Mar60; KK150415.

A delicious new way to help get the balanced diet you need; new Kellogg's Concentrate. (In Time, Feb. 29, 1960, p.72) Appl. author: Leo Burnett Co., Inc. © 24Feb60; KK149420.

Golden chicken El Dorado; you make it with Kellogg's corn flake crumbs. (In Better homes & gardens, Oct. 1959, p.95) Appl. author: Leo Burnett Co., Inc. © 22Sep59; KK148542.

The greatest concentration of nutrients ever offered in a single all-purpose food; new Kellogg's Concentrate. (In The Reader's digest, Apr. 1960, p.24) Appl. author: Leo Burnett Co., Inc. © 25Mar60; KK150416.

The greatest concentration of nutrients ever offered in a single all-purpose food; new Kellogg's Concentrate. (In The Reader's digest, Feb. 1960, p.189) Appl. author: Leo Burnett Co., Inc. © 25Jan60; KK149417.

In answer to many, many requests, new Kellogg's request pack. Assortment of cereals. (In Chicago daily tribune, Feb. 9, 1960, pt.2, p.4) Appl. author: Leo Burnett Co., Inc. © 9Feb60; KK149422.

Let the lady be a tiger; sugar frosted flakes. (In Life, Mar. 28, 1960, p.45) Appl. author: Leo Burnett Co., Inc. © 24Mar60; KK150411.

Now, nutrition protection for only a few cents a day; Concentrate. (In Time, May 16, 1960, p.76) Appl. author: Leo Burnett Co., Inc. © 11May60; KK152091.

Now, nutrition protection for problem eaters; Concentrate. (In Time, Apr. 25, 1960, p.70) Appl. author: Leo Burnett Co., Inc. © 20Apr60; KK152090.

Protein; Special K, more than a flake or a puff. Couple with shopping carts. (In The New Yorker, Sept. 12, 1959, p.117) Appl. author: Leo Burnett Co., Inc. © 10Sep59; KK148541.

Ready-to-eat protein for breakfast; Special K. (In Time, Jan. 25, 1960, p.50) Appl. author: Leo Burnett Co., Inc. © 20Jan60; KK149008.

Ready-to-eat protein for families running late; Special K. (In Life, May 30, 1960, p.82) Appl. author: Leo Burnett Co., Inc. © 26May60; KK152094.

Ready-to-eat protein for have-to-hurry people; Special K. (In Life, May 9, 1960, p.18) Appl. author: Leo Burnett Co., Inc. © 5May60; KK151407.

Ready-to-eat protein for late-sleeping teensters; Special K. (In Life, Apr. 18, 1960, p.62) Appl. author: Leo Burnett Co., Inc. © 14Apr60; KK151405.

Ready-to-eat protein for ready-to-eat people; Special K. Man at breakfast; reducing diets; sunset years. (In Life, Mar. 21, 1960, p.106) Appl. author: Leo Burnett Co., Inc. © 17Mar60; KK150412.

Ready-to-eat protein for ready-to-eat people; Special K. Man looking at watch; small fry; new mothers. (In The Reader's digest, Mar. 1960, p.155) Appl. author: Leo Burnett Co., Inc. © 25Feb60; KK149418.

Ready-to-eat protein for ready-to-eat people; Special K. Scale-watchers; golden agers; race-arounds. (In Reader's digest, May 1960, p.195) Appl. author: Leo Burnett Co., Inc. © 25Apr60; KK152088.

Ready-to-eat protein for ready-to-eat people; Special K. Sledding set; new mothers. (In Life, Jan. 25, 1960, p.12) Appl. author: Leo Burnett Co., Inc. © 21Jan60; KK149007.

KELLOG CO.-Con.

Ready-to-eat protein for ready-to-eat people; Special K. Teenagers; over-weighters; prime-of-lifers. (In Life, Feb. 22, 1960, p.44) Appl. author: Leo Burnett Co., Inc. © 18Feb60; KK149419.

Ready-to-eat protein for ready-to-eat people; Special K. Teenagers; over-weighters; prime-of-lifers. (In The Reader's digest, Jan. 1960, p.2) Appl. author: Leo Burnett Co., Inc. © 25Dec59 (in notice: 1960); KK149009.

Save 15¢ on the greatest concentration of nutrients ever offered in a single all-purpose food; Concentrate. (In Reader's digest, May 1960, p.3 of cover) Appl. author: Leo Burnett Co., Inc. © 25Apr60; KK152089.

Sweet eatin' carnival. Cocoa flavored Krispies & 3 other cereals. (In Chicago's American, Jan. 31, 1960, comics, p.6) Appl. author: Leo Burnett Co., Inc. © 31Jan60; KK149010.

Which one will she pour milk on today? The best to you each morning in a new, bigger selection; Variety. Rice Krispies & other cereals. (In Life, May 9, 1960, p.100) Appl. author: Leo Burnett Co., Inc. © 5May60; KK151408.

Win your own home movie show featuring Huckleberry Hound cartoons; OKs, br-r-awny new oat cereal. (In Chicago Sunday tribune, Apr. 10, 1960, comics, p.12) Appl. author: Leo Burnett Co., Inc. © 10Apr60; KK151411.

KENCO PUMP DIVISION, AMERICAN CRUCIBLE PRODUCTS CO. SEE American Crucible Products Co. Kenco Pump Division.

KENTILE, INC. ©

Kentile vinyl on today's smartest floors. (In Home modernizing guide, fall-winter 1959, p.2 of cover) © 3Sep59; KK151352.

KENYA GEM CORP. ©

Look, amazing Kenya gems; more brilliant than diamonds. (In Today magazine, Jan. 24, 1960, p.34) Appl. author: Harry Boyd Brown. © 24Jan60 (in notice: 1959); KK148362.

The only thing on earth more brilliant than a diamond. (In Christian science monitor, Mar. 5, 1960, p.2) Appl. author: Harry Boyd Brown. © 5Mar60; KK149359.

KERSKER, INC. ©

Nationwide Insurance. Monthly pocket memo Recruit-O-Minder. February 1960. Appl. author: William H. Kersker, Jr. © 21Jan60; KK148330.

KESLING & ROCKE ORTHODONTIC GROUP. ©

Begg, Kesling and Rocke light wire technique. Appl. author: Peter C. Kesling. NM: revision & additions. © 15Feb60; KK149579.

KESSLER, HERMAN S. SEE Gold Seal Enterprises.

KESSLER (JULIUS) CO. ©

You can't drown the flavor of Kessler gin. [Diver seated on rock, holding drink] (In Akron beacon journal, May 17, 1960, p.17) Appl. author: Warwick & Legler, Inc. © 17May60; KK151717.

You can't drown the flavor of Kessler gin. [Skin diver holding glass, leaning on large fish] (In Akron beacon journal, June 1, 1960, p.2) Appl. author: Warwick & Legler, Inc. © 1Jun60; KK151663.

You can't drown the flavor of Kessler gin. [Waiter holding tray of drinks, knocking at door of diving bell] (In Akron beacon journal, May 24, 1960, p.29) Appl. author: Warwick & Legler, Inc. © 24May60; KK151664.

KEYED ADVERTISING CORP. ©

All this in a business you own yourself. (In Mr. magazine, June 1960, p.9) Appl. author: Seymour Group. © 10Mar60; KK150228.

KIEKHAEFER CORP. ©

The best decision we ever made was switching to Mercury. Endorsed by Wingfield Short. Outboard. (In Outboard progress, Sept. 1959, p.4 of cover) Appl. author: Baker/Johnson & Dickinson. © 10Sep59; KK150750.

Boat and motor sales increased 400% in our first 30 days with Mercury ... by LaVern W. Smith. (In Outboard progress, Nov. 1959, p.4 of cover) Appl. author: Baker/Johnson & Dickinson. © 10Nov59; KK150746.

Customers help us sell since we switched to Mercury, the world's no.1 outboard. Endorsed by Don E. Olsen. (In Outboard progress, Apr. 1960, p.4 of cover) Appl. author: Baker/Johnson & Dickinson. © 10Apr60; KK151649.

For the best in outboard living; 1960 Quicksilver accessories, Mercury engineered. (In Outboard, Nov. 1959, last page & p.3 of cover) Appl. author: Baker/Johnson & Dickinson. © 25Oct59; KK150749.

45 hp in the price range of a 40, 35 hp for little more than a 25; Mercury is the world's no.1 outboard buy. (In Orlando sentinel, Apr. 13, 1960, p.2-B) Appl. author: Baker/Johnson & Dickinson. © 13Apr60; KK151653.

Get the best run for your money with the mightiest outboard ever built; 80 hp Merc 800. Mercury. (In Orlando sentinel, Mar. 2, 1960, p.4-B) Appl. author: Baker/Johnson & Dickinson. © 2Mar60; KK151657.

The good turn you deserve; safe, sure, ride guide. Modern power-steering ease for your outboard; Mercury. (In Outboard, Mar. 1960, p.102) Appl. author: Baker/Johnson & Dickinson. © 25Feb60; KK151647.

Mercury is the world's no.1 outboard; see the most powerful family outboard you can buy today; 80 hp Merc 800. (In Seattle post-intelligencer, Nov. 27, 1959, section 4, p.5) Appl. author: Baker/Johnson & Dickinson. © 27Nov59; KK151654.

Mercury is the world's no.1 outboard; under the cowl or under the waterline. (In The Palm Beach post, Mar. 31, 1960, p.17) Appl. author: Baker/Johnson & Dickinson. © 31Mar60; KK151652.

Mercury is the world's no.1 outboard in engineering; 22 hp Merc 200. (In Boats, Apr. 1960, p.41) Appl. author: Baker/Johnson & Dickinson. © 1Apr60; KK151646.

Mercury is the world's no.1 outboard in performance; 80 hp Merc 800. (In Boats, May 1960, p.49) Appl. author: Baker/Johnson & Dickinson. © 2May60; KK151650.

Mercury is the world's no.1 outboard in power; 80 hp Merc 800. (In Boats, Mar. 1960, p.3 of cover) Appl. author: Baker/Johnson & Dickinson. © 1Mar60; KK151644.

Mercury is the world's no.1 outboard in reliability; Merc 400, 45-hp. (In Lakeland boating, Feb. 1960, p.2 of cover) Appl. author: Baker/Johnson & Dickinson. © 1Feb60; KK151642.

Mercury, world's no.1 outboard for family cruising; 45 hp Merc 400. (In The Bremerton sun, Mar. 18, 1960, p.10) Appl. author: Baker/Johnson & Dickinson. © 18Mar60; KK151655.

Monday mornings are bright since we switched to Mercury, the world's no.1 outboard, by Robert Prott. (In Outboard progress, Mar. 1960, p.4 of cover) Appl. author: Baker/Johnson & Dickinson. © 10Mar60; KK151643.

No.1 for cruising, skiing, fishing; Mercury is the world's no.1 outboard. 45 hp Merc 400. (In Yakima herald and republic, Apr. 8, 1960, fishing section, p.9) Appl. author: Baker/Johnson & Dickinson. © 8Apr60; KK151651.

No.1 in power; Mercury is the world's no.1 outboard. (In Lakeland boating, Jan. 1960, p.52-53) Appl. author: Baker/Johnson & Dickinson. © 4Jan60; KK150748.

Preview of outboard performance for 1960; 70 HP Mercurys. (In The Grand Rapids press, Nov. 11, 1959, p.12) Appl. author: Baker/Johnson & Dickinson. © 11Nov59; KK149663.

Proved 50,000-mile outboard motor oil; Quicksilver. (In Outboard, Mar. 1960, p.103) Appl. author: Baker/Johnson & Dickinson. © 25Feb60; KK151645.

Quicksilver propellers for Mercury outboards. (In Outboard, Apr. 1960, p.98) Appl. author: Baker/Johnson & Dickinson. © 25Mar60; KK151648.

See the mightiest outboard ever built; now the new 80 hp Merc 800. Mercury. (In Milwaukee sentinel, Mar. 4, 1960, pt.2, p.5) Appl. author: Baker/Johnson & Dickinson. © 4Mar60; KK151656.

22 1/2 hours, St. Louis to New Orleans in family-type boats; Mercury outboards. (In Chicago American, Sept. 24, 1959, p.45) Appl. author: Baker/Johnson & Dickinson. © 24Sep59; KK149662.

Your invitation to outboard living; 1960 Mercury, world's no.1 outboard. (In Outboard, Oct. 1959, p.78 & p.3 of cover) Appl. author: Baker/Johnson & Dickinson. © 25Sep59; KK150747.

KIESS, ARTHUR WILLIAM. ©

Kalypso Al. © 30Mar60; KK151193.

KIMBERLY-CLARK CORP. ©

Kleenex tissues; pure white. 10 D 1 C. 400 tissues; 200 doubles. © 28Dec59; KK148725.

Kleenex tissues; pure white. 10 D 1 G C. 200 tissues; 100 doubles. © 28Dec59; KK148726.

KIMBERLY-CLARK CORP. PETER J. SCHWEITZER DIVISION. ©

Cedar-Oma, cedar scented; animal bedding. © Peter J. Schweitzer Division, Kimberly-Clark Corp.; 7Apr60; KK150197.

Keep your dog healthy with a warm, soft, dry bed of Cedar-Oma, cedar scented, animal bedding. © 7Apr60; KK150300.

KINNEAR, WILLIS H. ©

Have fun in the dark seein' stars. 250 luminous stars, the moon and four planets for the ceiling of your den, family room, bar or bedroom. © 1Feb60; KK149482.

KINNEY VACUUM DIVISION, NEW YORK AIR BRAKE CO. SEE New York Air Brake Co. Kinney Vacuum Division.

KIPLINGER WASHINGTON EDITORS, INC. ©

How you can make these next ten years the best, most prosperous years of your life. A special report by W. M. Kiplinger & staff. (In The New York times, Dec. 27, 1959, section 10) © 27Dec59; KK151783.

KIRBRO CO. ©

Belle Barron Shop. Fanciful stripe & panel wrapper pattern. Appl. author: Kirchheimer Bros. Co. © 22May59; KK149000.

Murray Smikler. Fanciful geometric wrapper pattern. Appl. author: Kirchheimer Bros. Co. © 22May59; KK149001.

Pinzur Drug Stores. Appl. author: Kirchheimer Bros. Co. © 22May59; KK148094.

KIRCHHEIMER BROS. CO. SEE Kirbro Co.

KLEENIZE CHEMICAL CORP. ©

Cash word puzzle fans, enter Kleenize Kashword Kontest. Household cleaner. (In The Atlanta Journal, Apr. 21, 1960) © 21Apr60; KK151221.

Kashword Kontest. Household cleaner. (In The Atlanta Journal, Apr. 28, 1960, p.19-F) © 28Apr60; KK151222.

Kashword Kontest. Household cleaner. (In The Atlanta Journal, May 1, 1960) © 1May60; KK151220.

Kashword Kontest; win \$800 this week. Household cleaner. (In The Atlanta Journal and constitution) © 29May60; KK151986.

Kashword Kontest; win \$750 this week. Household cleaner. (In The Atlanta Journal and constitution, May 22, 1960, p.23-A) © 22May60; KK151987.

Kashword Kontest; win \$700 this week. Household cleaner. (In The Atlanta Journal and constitution, May 15, 1960, p.21-A) © 15May60; KK151988.

KNOMARK, INC. ©

The man in command; Esquire boot polish. (In Life, Nov. 23, 1959, p.6) Appl. author: William Jacoby. © 23Nov59; KK148284.

KNOX GELATINE CO. ©

Splitting nails need the food factors in Knox gelatine. (In The Progressive Farmer, Feb. 1959, p.95) Appl. author: Charles W. Hoyt Co., Inc. © 12Jan59; KK150211.

To increase your manicuring volume. (In American hairdresser, Feb. 1959, p.21) Appl. author: Charles W. Hoyt Co., Inc. © 20Jan59; KK150212.

KNOX GELATINE, INC. ©

Brittle, splitting nails restored to natural beauty. (In American weekly, Feb. 14, 1960, p.12) Appl. author: Charles W. Hoyt Co., Inc. © 14Feb60; KK150184.

Famous models whose hands are their fortune keep their nails lovely. (In Ladies' home journal, Apr. 1959, p.45) Appl. author: Charles W. Hoyt Co., Inc. © Knox Gelatine, Inc. (in notice: Knox Gelatine Co.); 31Mar59; KK150180.

How to take it off so you can put it on with ease. (In The New York Times magazine, Mar. 20, 1960, p.87) Appl. author: Charles W. Hoyt Co., Inc. © 19Mar60; KK150186.

If your nails break or split. (In Woman's day, Aug. 1959, p.71) Appl. author: Charles W. Hoyt Co., Inc. © 20Jul59; KK150183.

Knox gelatine, a positive way to strengthen brittle fingernails. (In Journal of American Medical Assn., Jan. 31, 1959, p.22-23) Appl. author: Charles W. Hoyt Co., Inc. © Knox Gelatine, Inc. (in notice: Knox Gelatine Co.); 20Jan59; KK150178.

Loose weight easier, feel better; drink an envelope of Knox Gelatine 3 times a day before meals. (In Vogue beauty book, 1959 ed., p.19) Appl. author: Charles W. Hoyt Co., Inc. © 29Sep59; KK150181.

Nail beauty begins from within, drink Knox Gelatine. (In American weekly, Mar. 29, 1959, p.12) Appl. author: Charles W. Hoyt Co., Inc. © Knox Gelatine, Inc. (in notice: Knox Gelatine Co.); 29Mar59; KK150179.

Now I've learned a way to have nice nails again; beauty is protein. (In Vogue, Mar. 15, 1960, p.24) Appl. author: Charles Hoyt Co., Inc. © 15Mar60; KK150185.

Patient goal: beautiful fingernails. (In American journal of nursing, Oct. 1959, p.1360-1361) Appl. author: Charles W. Hoyt Co., Inc. © 10Oct59; KK150182.

KOLLMAN, HARVE. ©

Fresh & salt water temperature chart; Depth-O-Plug. © 12Dec59; KK150855.

KOLLSMAN INSTRUMENT CORP. ©

From inner marker to outer space. Appl. author: Wesley C. Bonn. © 21Jan60; KK149857.

KORVETTE TIRE CITY.

E. J. Korvette announces a dynamic new era in tires and tire service; it took a whole year and \$2,000,000 to create this fabulous new Korvette Tire City. (In Newsday, Apr. 20, 1960, p.52-53) © Korvette Tire City, accepted alternative designation of Tire City Corp.; 20Apr60; KK151956.

L

L. SEE Johnson & Johnson. LePage's Division.

L & G. SEE Labrot & Graham.

L & L SPECIALTY PRINT. CO. ©

Sandy Pond, New York; Bayview Hotel. Place mat. © 14May60; KK151476.

L.K.R. CHEMICAL PRODUCTS CORP. ©

Supreme house coating. White exterior; series 300. © 11May60; KK151100.

L.L., INC. SEE Lampkin Laboratories, Inc.

LMCN & L. SEE Libby, McNeill & Libby.

LMFI. SEE Milani (Louis) Foods, Inc.

LABROT & GRAHAM. ©

Where the living's good, you'll find L. & G., the light Kentucky bourbon. (In Los Angeles examiner, Feb. 19, 1960, p.1) Appl. author: Erwin Wasey Ruthrauff & Ryan, Inc. © 19Feb60; KK152142.

LAKELAND NURSERIES SALES CORP. ©

An announcement like this has never been made before. Fragrant chrysanthemums; Fragramum. © 9May60; KK151815.

Dear Friend: A climbing rose has just been created. Scarlet Showers. © 28Mar60; KK150064.

Dear Friend: A revolutionary event has just occurred in roses. Wilson's Climbing Doctor. © 29Mar60; KK150062.

Dear Friend: Come along with us now on a strange and fascinating journey that began only a few short summers ago. Lythrum Morden Gleam. © 17Feb60; KK149181.

Dear Friend: How would you like to walk into your garden this summer and see it flooded with teeming, colorful masses of perhaps the most unusual and beautiful flowers? Azaleamum. © 2May60; KK150950.

Dear Friend: Now you can flood your grounds with more bloom, beauty, color and fragrance and enjoy it over a longer flowering period; hedge rose. © 10May60; KK151115.

Hailed as world's largest rose; Climbing Doctor. © 29Mar60; KK150063.

Imagine, a 40-foot house covered with giant red roses from one single plant; Ray Bunge Scarlet Showers. © 28Mar60; KK150066.

Let nature build your fences for you for only pennies a foot; hedge rose. © 10May60; KK151114.

Look what I have for you. Largest-flowered glads. © 24May60; KK151493.

Meyer Brothers, Paterson, N.J., is wild about Nearly Wild; imagine over 4,000 roses on a single bush. © 8Feb60; KK148929.

More roses than you ever saw on any rose bush, or we replace free anytime within 3 years. Nearly Wild. © 16Feb60; KK149182.

New from Lakeland, everblooming fragrant fast-spreading hardy violets. © 21Mar60; KK150065.

Notice: supplies running out, offer closing, air mail reply requested. Nearly Wild roses. © 16Feb60; KK149174.

Now, a rose that blooms as wide as a woman's face; Wilson's Climbing Doctor. © 29Mar60; KK150067.

One of the great joys of modern gardening; fragrant masses of bloom in 8 weeks. Carnations. © 15Feb60; KK149180.

Who ever dreamed chrysanthemums could smell sweeter than roses? Fragamums. © 9May60; KK151588.

Why wait 'til September? These chrysanthemums start blooming in June. © 16Feb60; KK149173.

Winter-hardy, everblooming, outdoor carnations. 2 red, 2 pink, 2 white. © 1Mar60; KK149495.

You are now looking at an Azaleamum. © 2May60; KK150949.

LAMPKIN LABORATORIES, INC. ©

PPM package operating instructions; the PPM package consists of a micro-meter frequency meter and a PPM meter. (Bulletin no.46080-1K) Appl. author: Guy Forest Lampkin. © 10May60; KK151790.

LANDMARK, INC. ©

Let us up-date your home. (In St. Petersburg times, June 14, 1960, p.8A) © 14Jun60; KK151737.

LANGFELD, BEATRICE. SEE Danby Farm.

LANGFELD, DANIEL. SEE Danby Farm.

LANGNICKEL (A.) INC. ©

Yellow-Jacket markers. 1 dozen. © 13Mar59; KK148296.

LARSEN CO. ©

Diced carrots. Net wt. 1 lb. Appl. author: H. M. Smyth Co., Inc. © 15Jan60; KK149101.

Sliced beets. Net wt. 1 lb. Appl. author: H. M. Smyth Co., Inc. © 15Jan60; KK149102.

LARSON, SHIRLEY M. SEE Fruzola Co.

LAWTON, AMY S. SEE Fruzola Co.

LEE (H. D.) CO. ©

Feel free; Lee shirts give you more room for action; Leesures. (In Sports Illustrated, Oct. 5, 1959, p.48) Appl. author: Grey Advertising Agency, Inc. © 20Oct59; KK148598.

LEE (H. D.) CO.-Con.

Let's dance back to school in Lee tapered slacks; Leesures. (In Life, Aug. 24, 1959, p.46) Appl. author: Grey Advertising Agency, Inc. © 20Aug59; KK148590.

Let's dance back to school in the Westerner; Leesures. Pants & jacket. (In Life, Aug. 17, 1959, p.66) Appl. author: Grey Advertising Agency, Inc. © 13Aug59; KK148591.

Let's ride to school & after school in Lee Riders; Leesures. Cowboy pants. (In Life, Aug. 10, 1959, p.77) Appl. author: Grey Advertising Agency, Inc. © 6Aug59; KK148592.

New at seedling time, good as new 600 bushels of tomatoes later; Jelt denim dungarees. (In The Progressive farmer, Oct. 1959, p.39) Appl. author: Grey Advertising Agency, Inc. © 15Sep59; KK148596.

New at the first fence post, good as new 320 fenced acres later; Chetopa Twills. (In Farm Journal, Sept. 1959, p.80) Appl. author: Grey Advertising Agency, Inc. © 22Aug59; KK148600.

New at the first foot of cable, good as new 800 miles later; dungarees and jackets. (In This week, Sept. 6, 1959, p.12) Appl. author: Grey Advertising Agency, Inc. © 6Sep59; KK148595.

New when the keel is laid, good as new at launching time; Jelt denim bib overalls. (In Front page detective, Oct. 1959, p.13) Appl. author: Grey Advertising Agency, Inc. © 10Oct59; KK148597.

Portrait of a gifted family; Leesures. Slacks & shirts. (In Life, Nov. 30, 1959, p.113) Appl. author: Grey Advertising Agency, Inc. © 25Nov59; KK148589.

Rugged Lee Riders score in the schoolyard; Leesures. Cowboy jeans. (In Life, Aug. 10, 1959, p.76) Appl. author: Grey Advertising Agency, Inc. © 6Aug59; KK148593.

See how Lee Chetopa Twills stay good as new washing after washing. Shirt & pants. (In Parade, Sept. 27, 1959, p.21) Appl. author: Grey Advertising Agency, Inc. © 27Sep59; KK148594.

LEE MANUFACTURING CO. ©

Brake parts. January 1, 1960. (Catalog no.260) © 28Jan60; KK151575.

LEEDALL PRODUCTS MANUFACTURING CO., INC. ©

New, revolutionary, all plastic spool; Copi-Mate Universal typewriter ribbon. Appl. author: Eugene Di Luco. © 1Mar60; KK149364.

LEPAGE'S DIVISION, JOHNSON & JOHNSON. SEE Johnson & Johnson. LePage's Division.

LE ROY, INC. ©

An exciting new trophy; custom-decorated ceramic ashtrays. (Bowling trophy trays) Nos.604N & 602. Appl. author: F. Jack Ramsey. © 15May60; KK151746.

LEVER BROS. CO. ©

Free from Air-Wick ... a lustrous DuBarry simulated pearl choker plus 20¢ coupon towards your next purchase of Air-Wick aerosol spray or the all-day Air-Wick bottle. (In Tucson citizen, Mar. 26, 1960, p.3) Appl. author: Foote, Cone & Belding. © 26Mar60; KK150810.

Imperial is unconditionally guaranteed to taste like the 70¢ spread. Baked potatoes. (In Today's living (New York herald-tribune) Mar. 13, 1960, p.11) Appl. author: Foote, Cone & Belding. © 13Mar60; KK149778.

Imperial is unconditionally guaranteed to taste like the 70¢ spread. [Buttered biscuits & knife on plate] (In Today's living (Herald tribune) Jan. 10, 1960, p.3) Appl. author: Foote, Cone & Belding. © 10Jan60; KK148491.

Imperial is unconditionally guaranteed to taste like the 70¢ spread; margarine. Toast. (In Puck (Albany times union) Mar. 13, 1960, p.10) Appl. author: Foote, Cone & Belding. © 13Mar60; KK150282.

New, Pepsodent in the modern Sof-Tube; tooth paste. (In The Roanoke world-news, May 5, 1960, p.42) Appl. author: Foote, Cone & Belding. © 5May60; KK151285.

New, Pepsodent in the modern Sof-Tube; tooth paste. (In The Roanoke world-news, May 12, 1960, p.22) Appl. author: Foote, Cone & Belding. © 12May60; KK151257.

New Pepsodent jingle contest; \$25,000.00. Toothpaste. (In Newark news, Mar. 13, 1960, p.8) Appl. author: Foote, Cone & Belding. © 13Mar60; KK149903.

Special sale on Lever's liquid pals for modern gals. Lux; Wisk; Handy Andy. (In Baltimore evening sun, May 12, 1960, p.26) © 12May60; KK151736.

Why buy 3 kinds of soap for your family? Get 3 soaps in 1, get Praise. (In Life, May 30, 1960, p.101) © 26May60; KK151844.

LEVY (HENRY S.) & SON, INC. ©

In bread, too, the old ways are often the best. (In Daily news, New York, Feb. 23, 1960, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 23Feb60; KK149648.

What have a loaf of bread and a cock-tail got in common? (In Daily news, New York, Feb. 8, 1960, p.31) Appl. author: Doyle Dane Bernbach, Inc. © 8Feb60; KK149424.

What was it that made the old-fashioned breads taste so good? (In Daily news, New York, Jan. 25, 1960, p.19) Appl. author: Doyle Dane Bernbach, Inc. © 25Jan60; KK149238.

LEWIS, ROY L. ©

Buyers guide and want list; the world's most wanted foods. © 30Jan60; KK148630.

LEWYT CORP. ©

At last, a vacuum cleaner that takes the guesswork out of changing dust bags. (In Life, Apr. 4, 1960, p.125) Appl. author: Hicks & Greist, Inc. © 31Mar60; KK150351.

At last, a vacuum cleaner that takes the guesswork out of changing dust bags. (In Living for young homemakers, Apr. 1960, p.50-51) Appl. author: Hicks & Greist, Inc. © 21Mar60; KK150350.

LIBBY, MCNEILL & LIBBY. ©

Frozen concentrate for limeade. 6 fl. oz. © 29Feb60; KK150041.
Frozen fresh jumbo asparagus. Net weight 10 oz. © 7Dec59; KK148086.

LIBRARY OF RECORDED MASTERPIECES. ©

Vivaldi, v.l., no.1. New York Sinfonietta. © 20Nov59; KK149499.

LIEBERMAN, BEN. SEE Vega Products.

LIEBIG, J. ©

Santa's super sock. Directions for making the Santa super sock. No.C-500. © 2Feb60; KK149545.

LIEBMANN BREWERIES, INC. ©

Announcing the arrival of your lovely news sales maker, Miss Rheingold 1960. Emily Banks at airport. (In The Connecticut retailers guide, Jan. 1960, p.1) Appl. author: Foote, Cone & Belding. © 1Jan60; KK148484.

Boost sales with Rheingold for thirsty weekenders. Robbin Bain, Miss Rheingold 1959 [& friends having a mid-night snack] (In The Connecticut retailers guide, Nov. 1959, p.1) Appl. author: Foote, Cone & Belding. © 1Nov59; KK148485.

Cool and dry and wanted most; Rheingold. (In Daily news, New York, May 2, 1960, p.33) Appl. author: Foote, Cone & Belding. © 2May60; KK151296.

Emily Banks elected Miss Rheingold 1960. (In Cue, Jan. 2, 1960, p.4 of cover) Appl. author: Foote, Cone & Belding. © 2Jan60; KK148740.

Enjoy America's favorite sport with New York's favorite beer. Emily Banks, Miss Rheingold 1960, in bowling scenes. (In New York mirror magazine, Mar. 13, 1960, p.10-11) Appl. author: Foote, Cone & Belding. © 13Mar60; KK149905.

February special: Miss Rheingold follows the snow, keeps your beer sales on the go. Emily Banks, Miss Rheingold 1960, in ski scene. (In The Connecticut retailers guide, Feb. 1960, p.1) Appl. author: Foote, Cone & Belding. © 1Feb60; KK151280.

Here's how Miss Rheingold helps you make it a money-making March. Emily Banks, Miss Rheingold 1960, in bowling scene. (In The Connecticut retailers guide, Mar. 1960, p.1) Appl. author: Foote, Cone & Belding. © 1Mar60; KK149797.

It's a pleasure to please the fans, says Jackie Robinson. Rheingold. (In Ebony, Feb. 1959, p.131) Appl. author: Foote, Cone & Belding. © 15Feb59; KK151035.

It's beer as beer should taste. (In Worcester County Package Stores Assn., Inc. annual banquet, Apr. 24, 1960) Appl. author: Foote, Cone & Belding. © 24Apr60; KK152236.

It's here, today; Rheingold genuine bock beer. Ram. (In Waterbury American, Mar. 8, 1960, p.22) Appl. author: Foote, Cone & Belding. © 8Mar60; KK151272.

Join the millions who say it: My beer is Rheingold. Emily Banks, Miss Rheingold 1960 in earth moving scene. (In Daily news, New York, Jan. 18, 1960, p.43) Appl. author: Foote, Cone & Belding. © 18Jan60; KK148736.

May is your month; Rheingold will tell your neighbors about National Tavern Month. (In The Connecticut retailers guide, May 1960, p.1) Appl. author: Foote, Cone & Belding. © 1May60; KK151281.

Mi cerveza es Rheingold, la cerveza refrescante, dice Alicia de Cordova. (In La Prensa, Mar. 7, 1960, p.7) Appl. author: Foote, Cone & Belding. © 7Mar60; KK150893.

Mi cerveza es Rheingold, la cerveza refrescante, dice Bobby Capo a Emily Banks, Miss Rheingold 1960. (In La Prensa, Apr. 18, 1960, p.7) Appl. author: Foote, Cone & Belding. © 18Apr60; KK150794.

Mi cerveza es Rheingold, la cerveza refrescante, dice Cesar Concepcion a Emily Banks, Miss Rheingold 1960. (In La Prensa, Jan. 25, 1960, p.7) Appl. author: Foote, Cone & Belding. © 25Jan60; KK150806.

Mi cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. Estadio Sixto Escobar. (In La Prensa, Jan. 18, 1960, p.7) Appl. author: Foote, Cone & Belding. © 18Jan60; KK148738.

Mi cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. Fortaleza. (In La Prensa, Apr. 4, 1960, p.7) Appl. author: Foote, Cone & Belding. © 4Apr60; KK151286.

- MI cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. Riding on fire engine. (In La Prensa, Apr. 11, 1960, p.7) Appl. author: Foote, Cone & Belding. © 11Apr60; KKI51287.
- MI cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. [Running up stairs in street of Puerto Rico] (In La Prensa, Feb. 1, 1960, p.7) Appl. author: Foote, Cone & Belding. © 1Feb60; KKI49894.
- MI cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. San Juan. (In El Diario de Nueva York, Jan. 4, 1960, p.7) Appl. author: Foote, Cone & Belding. © 4Jan60; KKI48739.
- MI cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. [Standing by policeman] (In La Prensa, Mar. 21, 1960, p.7) Appl. author: Foote, Cone & Belding. © 21Mar60; KKI51259.
- MI cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. View of the city of San Juan from balcony. (In La Prensa, Apr. 25, 1960, p.7) Appl. author: Foote, Cone & Belding. © 25Apr60; KKI51292.
- MI cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960, standing on balcony with porter. (In La Prensa, Feb. 29, 1960, p.7) Appl. author: Foote, Cone & Belding. © 29Feb60; KKI50798.
- MI cerveza es Rheingold, la cerveza refrescante, dice Noro Morales. (In La Prensa, Mar. 14, 1960, p.7) Appl. author: Foote, Cone & Belding. © 14Mar60; KKI50799.
- MI cerveza es Rheingold, la cerveza refrescante, dice Pupi Campo. (In La Prensa, Feb. 15, 1960, p.7) Appl. author: Foote, Cone & Belding. © 15Feb60; KKI49892.
- MI cerveza es Rheingold, la cerveza refrescante, dice Rafael Hernandez a Emily Banks, Miss Rheingold 1960. (In La Prensa, Mar. 28, 1960, p.7) Appl. author: Foote, Cone & Belding. © 28Mar60; KKI50894.
- MI cerveza es Rheingold, la cerveza refrescante, exclama Arturo Somohano. (In La Prensa, Feb. 8, 1960, p.7) Appl. author: Foote, Cone & Belding. © 8Feb60; KKI49893.
- Millions say it every day, my beer is Rheingold. Emily Banks, Miss Rheingold 1960, playing guitar & wearing sombrero. (In Daily news, New York, Feb. 29, 1960, Brooklyn section, p.27) Appl. author: Foote, Cone & Belding. © 29Feb60; KKI49895.
- Miss Rheingold 1959 saluda a Puerto Rico. Robbin Bain at Morro Castle. (In Temas, Oct. 1959, p.4 of cover) Appl. author: Foote, Cone & Belding. © 30Oct59; KKI48741.
- My beer is Rheingold, says Anne Bancroft. (In Daily news, New York, May 16, 1960, p.44) Appl. author: Foote, Cone & Belding. © 16May60; KKI52239.
- My beer is Rheingold, says Cab Calloway. (In Ebony, May 1960, p.103) Appl. author: Foote, Cone & Belding. © 15May60; KKI51273.
- My beer is Rheingold, says Chico Hamilton. (In The New Jersey Afro-American, Jan. 23, 1960, p.20) Appl. author: Foote, Cone & Belding. NM: revision. © 20Jan60; KKI49202.
- My beer is Rheingold, says Chico Hamilton. (In The New Jersey Afro-American, Mar. 26, 1960, p.20) Appl. author: Foote, Cone & Belding. © 23Mar60; KKI50895.
- My beer is Rheingold, says Claudia McNeil. (In The New Jersey Afro-American, Apr. 23, 1960, p.20) Appl. author: Foote, Cone & Belding. © 20Apr60; KKI51297.
- My beer is Rheingold, says Dizzy Gillespie. (In The New Jersey Afro-American, Feb. 6, 1960, p.20) Appl. author: Foote, Cone & Belding. © 3Feb60; KKI50898.
- My beer is Rheingold, says Dorothy Donegan. (In The New Jersey Afro-American, Mar. 12, 1960, p.20) Appl. author: Foote, Cone & Belding. © 9Mar60; KKI51260.
- My beer is Rheingold, says Eddie Heywood. (In The New Jersey Afro-American, Jan. 30, 1960, p.20) Appl. author: Foote, Cone & Belding. © 27Jan60; KKI50795.
- My beer is Rheingold, says Ethel Merman. (In Daily news, New York, Apr. 4, 1960, p.35) Appl. author: Foote, Cone & Belding. © 4Apr60; KKI50892.
- My beer is Rheingold, says Gwen Verdon. (In Sunday news, New York, Feb. 7, 1960, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 7Feb60; KKI49807.
- My beer is Rheingold, says Jane Powell. (In Daily news, New York, Jan. 11, 1960, p.43) Appl. author: Foote, Cone & Belding. © 11Jan60; KKI48733.
- My beer is Rheingold, says Jane Powell. (In Sunday news, New York, May 15, 1960, coloroto magazine section, p.6) Appl. author: Foote, Cone & Belding. © 15May60; KKI52235.
- My beer is Rheingold, says Joanne Woodward. (In Daily news, New York, Jan. 25, 1960, p.39) Appl. author: Foote, Cone & Belding. © 25Jan60; KKI49057.
- My beer is Rheingold, says Louis Armstrong. (In Ebony, Apr. 1960, p.13) Appl. author: Foote, Cone & Belding. © 15Apr60; KKI50888.
- My beer is Rheingold, says Louis Armstrong. (In The New Jersey Afro-American, Apr. 9, 1960, p.20) Appl. author: Foote, Cone & Belding. NM: revision. © 6Apr60; KKI51258.
- My beer is Rheingold, says Robert Ryan. (In Daily news, New York, June 20, 1960, p.40) Appl. author: Foote, Cone & Belding. © 20Jun60; KKI52237.
- My beer is Rheingold, says Rosalind Russell. (In Daily news, New York, Feb. 1, 1960, p.36) Appl. author: Foote, Cone & Belding. © 1Feb60; KKI49808.
- My beer is Rheingold, says Rosalind Russell. (In Sunday news, New York, Mar. 6, 1960, coloroto magazine section, p.9) Appl. author: Foote, Cone & Belding. © 6Mar60; KKI49780.
- My beer is Rheingold, says Sarah Vaughan. (In The New Jersey Afro-American, Feb. 27, 1960, p.20) Appl. author: Foote, Cone & Belding. © 24Feb60; KKI50797.
- My beer is Rheingold, says Van Heflin. (In Sunday news, New York, Apr. 17, 1960, coloroto magazine section, p.4) Appl. author: Foote, Cone & Belding. © 17Apr60; KKI50802.
- My beer is Rheingold, says Victor Borge. (In Daily news, New York, Feb. 8, 1960, p.43) Appl. author: Foote, Cone & Belding. © 8Feb60; KKI49809.
- My beer is Rheingold, the dry beer, says Duke Ellington. (In Amsterdam news, New York, Jan. 3, 1959, p.24) Appl. author: Foote, Cone & Belding. © 3Jan59; KKI49902.
- My beer is Rheingold, the dry beer, says Duke Ellington. (In Ebony, Jan. 1959, p.94) Appl. author: Foote, Cone & Belding. © 18Dec58 (in notice: 1959); KKI49286.
- My beer is Rheingold, the dry beer, says Gene Kelly. (In Daily news, New York, Nov. 16, 1959, p.50) Appl. author: Foote, Cone & Belding. © 16Nov59; KKI48492.
- My beer is Rheingold, the dry beer, says Gene Kelly. (In Sunday news, New York, Jan. 24, 1960, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 24Jan60; KKI49058.
- My beer is Rheingold, the dry beer, says Joanne Woodward. (In Daily news, New York, Nov. 23, 1959, p.37) Appl. author: Foote, Cone & Belding. © 23Nov59; KKI48495.
- My beer is Rheingold, the dry beer, says Larry Steele. (In Ebony, Mar. 1960, p.87) Appl. author: Foote, Cone & Belding. © 16Feb60; KKI49777.
- My beer is Rheingold, the dry beer, says Nat King Cole. (In Daily news, New York, Nov. 30, 1959, p.46) Appl. author: Foote, Cone & Belding. © 30Nov59; KKI48493.
- My beer is Rheingold, the dry beer, says Robbin Bain, Miss Rheingold 1959. Hunting scene. (In The New Yorker, Oct. 31, 1959, p.146) Appl. author: Foote, Cone & Belding. © 29Oct59; KKI48487.
- My beer is Rheingold, the dry beer, says Robbin Bain, Miss Rheingold 1959. Midnight snack scene. (In Daily news, New York, Oct. 26, 1959, p.51) Appl. author: Foote, Cone & Belding. © 26Oct59; KKI48497.
- Now, Rheingold brings you Jackie 5 times every week on 2 new radio shows. Endorsed by Jackie Robinson. (In The New Jersey Afro-American, Feb. 20, 1960, p.20) Appl. author: Foote, Cone & Belding. © 17Feb60; KKI50800.
- Our beer is Rheingold, say GeoFFrey Holder and Carmen de Lavallade. (In Ebony, July 1960, p.135) Appl. author: Foote, Cone & Belding. © 15Jul60; KKI52233.
- Our beer is Rheingold, say the Four Step Brothers. (In The New Jersey Afro-American, Apr. 2, 1960, p.20) Appl. author: Foote, Cone & Belding. © 30Mar60; KKI51271.
- Over and over, millions say: My beer is Rheingold. Emily Banks, Miss Rheingold 1960, standing by table laden with fish & cheese dishes. (In Daily news, New York, Apr. 25, 1960, p.41) Appl. author: Foote, Cone & Belding. © 25Apr60; KKI51293.
- People who like good beer say: My beer is Rheingold. Emily Banks, Miss Rheingold 1960 arrives at Idlewild Airport. (In Daily news, New York, Jan. 4, 1960, p.39) Appl. author: Foote, Cone & Belding. © 4Jan60; KKI48737.
- People who like good beer say, my beer is Rheingold. Emily Banks, Miss Rheingold 1960 in ski scene. (In New York mirror magazine, Feb. 14, 1960, p.3) Appl. author: Foote, Cone & Belding. © 14Feb60; KKI49779.
- Rheingold salutes a good neighbor, Dr. Kenneth Williams. (In The New Jersey Afro-American, Dec. 12, 1959, p.20) Appl. author: Foote, Cone & Belding. © 9Dec59; KKI48496.
- Rheingold salutes a good neighbor, Glester Hinds. (In The New Jersey Afro-American, Feb. 13, 1960, p.20) Appl. author: Foote, Cone & Belding. © 10Feb60; KKI50796.
- Rheingold salutes a good neighbor, Jesse Leroy Miles. (In The New Jersey Afro-American, Mar. 19, 1960, p.20) Appl. author: Foote, Cone & Belding. © 16Mar60; KKI51289.
- Rheingold salutes a good neighbor, Mrs. Maude B. Richardson. (In The New Jersey Afro-American, Apr. 16, 1960, p.20) Appl. author: Foote, Cone & Belding. © 13Apr60; KKI50801.

LIEBMAN BREWERIES, INC.-Con.

Season's greetings; Robbin Bain, Miss Rheingold 1959. [Sitting in front of Xmas tree wrapping gift] (In Everywoman's family circle, Dec. 1959, p.84-A) Appl. author: Foote, Cone & Belding. © 19Nov59; KK149052.

Seems as though everybody is saying it: My beer is Rheingold. Emily Banks, Miss Rheingold 1960, at fish market. (In Daily news, New York, Mar. 21, 1960, p.43) Appl. author: Foote, Cone & Belding. © 21Mar60; KK151288.

Seems as though everybody is saying it, my beer is Rheingold; extra good because it's extra dry. Emily Banks, Miss Rheingold 1960, standing beside construction men. (In Daily news, New York, May 9, 1960, p.39) Appl. author: Foote, Cone & Belding. © 9May60; KK152240.

Seems as though everybody's saying it: my beer is Rheingold. Emily Banks, Miss Rheingold 1960, standing beside Fiat. (In Daily news, New York, Apr. 11, 1960, p.44) Appl. author: Foote, Cone & Belding. © 11Apr60; KK150793.

So many people who like good beer say: My beer is Rheingold. Emily Banks, Miss Rheingold 1960, at bowling alley. (In Daily news, Mar. 28, 1960, p.49) Appl. author: Foote, Cone & Belding. © 28Mar60; KK151299.

So many people who like good beer say: My beer is Rheingold. Emily Banks, Miss Rheingold 1960, crossing rocks with man on picnic. (In Sunday news, New York, May 1, 1960, coloroto magazine section, p.4 of cover) Appl. author: Foote, Cone & Belding. © 1May60; KK151294.

So many people who like good beer say, my beer is Rheingold. Emily Banks, Miss Rheingold 1960, standing beside Fiat outside of nursery. (In New York mirror magazine, Apr. 10, 1960, p.3) Appl. author: Foote, Cone & Belding. © 10Apr60; KK150889.

Sure, and you seemed to enjoy them last year, so we've brought 'em back again; Rheingold. Emily Banks, Miss Rheingold 1960, & St. Laurence O'Toole Pipe Band. (In Daily news, New York, Mar. 16, 1960, p.43) Appl. author: Foote, Cone & Belding. © 16Mar60; KK151291.

Sure, and you seemed to enjoy them last year, so we've brought 'em back again; Rheingold. The St. Laurence O'Toole Championship Pipe Band. (In The Advocate, New York, Mar. 12, 1960, p.4) Appl. author: Foote, Cone & Belding. © 9Mar60; KK151298.

Sure, and you'll see 'em marching Sunday in Newark's big parade. St. Laurence O'Toole Pipe Band of Dublin. Rheingold. (In The Newark evening news, Mar. 11, 1960, p.18) Appl. author: Foote, Cone & Belding. NM: additions. © 11Mar60; KK151255.

These cool new cold beer displays will sell for you all summer long; Rheingold. (In Modern grocer, Apr. 29, 1960, p.7) Appl. author: Foote, Cone & Belding. © 29Apr60; KK151295.

This is it, your fast route to bigger beer profits; Rheingold. (In Connecticut retailers guide, June 1960, p.1) Appl. author: Foote, Cone & Belding. © 1Jun60; KK151870.

Time to wrap up the most exciting year of my life, says lovely Miss Rheingold 1959. Robbin Bain [sitting in front of Christmas tree] (In The Connecticut retailers guide, Dec. 1959, p.1) Appl. author: Foote, Cone & Belding. © 1Dec59; KK148486.

12 Braumeister. Rheingold. (In Sonntagsblatt Staats-Zeitung und Herald, Nov. 22, 1959, p.16-A) Appl. author: Foote, Cone & Belding. © 22Nov59; KK148494.

24 reasons for giving Rheingold by the case. Robbin Bain, Miss Rheingold 1959 [man loading Christmas cartons into car] (In New York herald tribune, Dec. 11, 1959, p.40) Appl. author: Foote, Cone & Belding. © 11Dec59; KK148498.

Watch those sales grow in April with Rheingold extra dry. Emily Banks, Miss Rheingold 1960, standing with flower vendor beside Fiat. (In The Connecticut retailers guide, Apr. 1960, p.1) Appl. author: Foote, Cone & Belding. © 1Apr60; KK151282.

You hear it everywhere, my beer is Rheingold; millions like the dry beer best. Emily Banks, Miss Rheingold 1960, & boat racing crew. (In Pictorial TView (New York Journal-American, May 22, 1960, p.20) Appl. author: Foote, Cone & Belding. © 22May60; KK152238.

LIFE EXTENSION EXAMINERS. ©

Life extension services for industry. Appl. author: Harry L. Johnson. © 5Feb60; KK149138.

LIGGETT & MYERS TOBACCO CO. ©

L & M has done it again; L & M has found the secret that unlocks flavor in a filter cigarette. Cowboy & cowgirl. (In Life, Mar. 14, 1960, p.4 of cover) Appl. author: Liggett & Myers Tobacco Co. © 10Mar60; KK149432.

L & M has done it again; L & M has found the secret that unlocks flavor in a filter cigarette. Ice skaters. (In Look, Feb. 16, 1960, p.4 of cover) © 2Feb60; KK149450.

L & M has found the secret that unlocks flavor in a filter cigarette. Garden scene. (In Life, May 9, 1960, p.11) © 5May60; KK151595.

L & M has found the secret that unlocks flavor in a filter cigarette. Rain scene. (In Life, Apr. 18, 1960, p.4 of cover) © 14Apr60; KK151596.

Men of America: freighter crew. Chesterfield king. (In Look, Jan. 20, 1959) Appl. author: McCann-Erickson, Inc. © 6Jan59; KK149859.

Men of America: snow squad. Chesterfield king. (In Parade, Feb. 1, 1959, p.16) Appl. author: McCann-Erickson, Inc. © 1Feb59; KK150980.

Men of America: the ranch hands. Chesterfield king. (In Life, Jan. 26, 1959) Appl. author: McCann-Erickson, Inc. © 22Jan59; KK150213.

New 1960 L & M brings you taste, more taste, more taste by far, yet low in tar. Football scene. (In Life, Nov. 16, 1959, p.11) © 12Nov59; KK149452.

New 1960 L & M brings you taste, more taste, more taste by far, yet low in tar. Indoor barbecue. (In Life, Nov. 2, 1959, p.46-47) © 29Oct59; KK149453.

New 1960 L & M brings you taste, more taste, more taste by far, yet low in tar. New Year's Eve party. (In Life, Nov. 30, 1959, p.17) © 26Nov59; KK149451.

Still young and beautiful at age 75; L & M. Statue of Liberty. (In Look, Oct. 27, 1959, p.4 of cover) © 13Oct59; KK149447.

They said it couldn't be done; L & M. Endorsed by James Arness. [Picnic; bear rummaging in basket] (In Look, Sept. 29, 1959, p.4 of cover) © 15Sep59; KK149449.

They said it couldn't be done; L & M. Endorsed by James Arness. State Fair. (In Look, Sept. 1, 1959, p.13) © 18Aug59; KK149448.

3 cheers for the red, white and blue the new class in cartons. Chesterfield. (In Life, June 10, 1957) Appl. author: McCann-Erickson, Inc. © 6Jun57; KK148216.

LINCOLN METAL PRODUCTS CORP. ©

Beautyware; sandalwood spatter. 4 pc. stackable canister set & 6 other items. © 29Feb60; KK150754.

Beautyware 3 piece range set. Salt and pepper set & 2 other sets. © 29Jan60; KK150753.

New larger capacity fills all nursery needs; 20 quart square step-on Beautycan; Beautyware. © 1Mar60; KK150982.

Our proudest new achievement, giant capacity 20 quart square step-on Beautycan; Beautyware. © 1Mar60; KK150983.

LINGUA-MUSICA. ©

Lodestar. Symbolic birds pursuing contrails of star. Appl. author: Clarence B. Brown. © 2Jan60; KK148280.

LIPE-ROLLWAY CORP. ©

Clutches. Mar. 1, 1960. (Catalog no.6) Appl. author: James Howard Williams. © 2May60; KK151931.

LIPTON (THOMAS J.) INC. ©

Wish-Bone cheese dressing. Contents one gallon. © 8Jan60; KK150633.

Wish-Bone Italian dressing. Contents one gallon. © 20Oct59; KK150632.

Wish-Bone Russian dressing. Contents one gallon. © 21Jan60; KK150634.

LITECRAFT MANUFACTURING CORP. ©

Alzak recessed wall wash light. (Cat. no.0536) © 11Sep59; KK149462.

Lite-Graf; 14" ceiling pan 3-100W. (Fixture catalog, no.Y202) Appl. author: J. L. Kilpatrick. © 19Mar60; KK150017.

Lite-Graf; recessed H1-Hat 1-150W. (Fixture catalog, no.Y101) Appl. author: J. L. Kilpatrick. © 19Mar60; KK150015.

Lite-Graf; recessed square 1-100W. (Fixture catalog, no.Y401) Appl. author: J. L. Kilpatrick. © 19Mar60; KK150018.

Lite-Graf; recessed square 1-200W. (Fixture catalog, no.Y402) Appl. author: J. L. Kilpatrick. © 19Mar60; KK150019.

Lite-Graf; 10" ceiling pan 2-75W. (Fixture catalog, no.Y201) Appl. author: J. L. Kilpatrick. © 19Mar60; KK150016.

LITTLE, JOHN M. SEE Reduceall.

LOCAL ADVERTISING, INC. ©

Fleet. Insurance. Appl. author: Stanley F. Withe. © 21Mar60; KK150013.

How our independence works to your advantage; insurance agent. Appl. author: Stanley F. Withe. © 1May60; KK151639.

It's great to be independent. Insurance. Appl. author: Stanley F. Withe. © 21Mar60; KK150011.

Ten reasons why this name should be on all your policies; independent insurance agent. Appl. author: Stanley F. Withe. © 1May60; KK151638.

We're free to take your side. Insurance. Appl. author: Stanley F. Withe. © 21Mar60; KK150012.

LOFT CANDY CORP.

Rose package; miniature chocolates. Net weight 1 pound. © Loft Candy Shops, accepted alternative designation of Loft Candy Corp.; 17Feb60; KK149461.

Vitamin lollipops. 30 day supply.
 © Loft Candy Shops, accepted alternative designation of Loft Candy Corp. (in notice: Loft); 23Mar60; KK150038.

LOFT CANDY SHOPS. SEE Loft Candy Corp.

LOMA STONE SALES CO., INC. ©
 Loma stone, a unique veneer with all the realistic appearance of quarried stone. © 11Mar60; KK149658.

LONG (W. E.) CO., IBC. ©
 Because it's blenderized, it's white velvet smooth; Nissen's Old Home bread. Two gloved hands holding slices of bread. (In Greenfield recorder-gazette, Mar. 31, 1960, p.20) © 31Mar60; KK151848.

White velvet smooth; Nissen's Old Home bread. Gloved hand at top holding slice of bread. (In Nashua telegraph, Mar. 23, 1960, p.13) © 23Mar60; KK152159.

White velvet smooth; Nissen's Old Home bread. Gloved hand from center bottom holding loaf of bread. (In The Gardner news, Mar. 31, 1960, p.16) © 31Mar60; KK151847.

White velvet smooth; Nissen's Old Home bread. Gloved hand from left side holding slice of bread. (In The Evening gazette, Worcester, Mass., Mar. 28, 1960, p.9) © 28Mar60; KK151846.

White velvet smooth; Nissen's Old Home bread. Gloved hand holding loaf of bread; gloved hand lifting slice from same loaf. (In Worcester daily telegraph, Apr. 1, 1960, p.15) © 1Apr60; KK151850.

White velvet smooth; Nissen's Old Home bread. Loaf of bread at top being held by gloved hand extending from lower left-hand side. (In The Gardner news, Apr. 7, 1960, p.9) © 7Apr60; KK151849.

LORVIC CORP. ©
 Decalcifier cleans sterilizers, autoclaves, vaporizers. © 19Feb60; KK149276.

Progress report and bibliography on the use of systemic fluorides. © 6Jun60; KK151725.

Your dealer can supply you 4 new products for the dental and medical profession. Vapor phase rust inhibitor & 3 other products. © 29Feb60; KK149275.

LOWE, HENRY VINCENT. ©
 Vacation time is anytime; leave your telephone answering to us © 12May60; KK151124.

LOWE (JOE) CORP. ©
 Banana Bi-sicle; delicious banana fudge on-a-stick. 9BB4. Appl. author: Sydney Weiss. © 4Dec59; KK148790.

Banana Bi-sicle, built for two. 9BB1. Appl. author: Max Liebman. © 18Nov59; KK148804.

Banana Dazzle ice cream bars. 4 pak. Net contents 12 fl. oz. Appl. author: Max Liebman. © 23Dec59; KK148792.

Cherry Dazzle ice cream bars. 4 pak. Net contents 12 fl. oz. Appl. author: Max Liebman. © 23Dec59; KK148796.

Deliciously coated on-a-stick Banana Dazzle. Appl. author: Max Liebman. © 29Oct59; KK148793.

Deliciously coated on-a-stick, Banana Dazzle. 9BD1. Appl. author: Sydney Weiss. © 15Oct59; KK148805.

English toffee, crispy coated on-a-stick. 9ET4. Appl. author: Sydney Weiss. © 4Dec59; KK148795.

English toffee ice cream, crispy coated on-a-stick. 9ET1. Appl. author: Sydney Weiss. © 18Nov59; KK148794.

The family favorite. B89. Appl. author: Max Liebman. © 19Aug59; KK148797.

1st prize, the people's choice. B85. Appl. author: Max Liebman. © 19Aug59; KK148800.

Luscious Sidewalk banana split on-a-stick. 9BSB1. Appl. author: Sydney Weiss. © 30Sep59; KK148806.

New, crispy crunchy coated, Sidewalk malted, a delicious chocolate malted on-a-stick. 95M1. Appl. author: Max Liebman. © 30Sep59; KK148803.

Pantry pirates love. B84. Appl. author: Max Liebman. © 19Aug59; KK148799.

The perfect treat. B88. Appl. author: Appl. author: Max Liebman. © 19Aug59; KK148791.

Sidewalk banana split. 4 ice cream bars. Net contents 12 fl. oz. Appl. author: Max Liebman. © 23Dec59; KK148798.

Sidewalk banana split on-a-stick. 9BSB4. Appl. author: Sydney Weiss. © 16Oct59; KK148789.

Sidewalk malted; delicious chocolate malted ice cream bars. 4 pak. Net contents 12 fl. oz. Appl. author: Max Liebman. © 23Dec59; KK148802.

Sidewalk malted; delicious chocolate malted on-a-stick; crispy crunchy coating. Appl. author: Max Liebman. © 29Oct59; KK148801.

6 Florida lemon bars. 9FL1. Appl. author: Max Liebman. © 29Dec59; KK148787.

6 Florida lemon bars. (6 Florida orange bars) Net contents 15 fl. ozs. 9 FL 2. Appl. author: Sydney Weiss. © 15Oct59; KK148788.

LUCKY HEART COSMETICS.

How to make extra money in spare time by making women your best friends; cosmetics. (In Cavalier, Apr. 1960, p.69) © Lucky Heart Cosmetics, accepted alternative designation of Lucky Heart Laboratories, Inc.; 25Feb60; KK150113.

\$1 brings you \$10 worth of Lucky Heart cosmetics. (In Jet, Apr. 14, 1960, p.65) © Lucky Heart Laboratories, Inc., accepted alternative designation of Lucky Heart Cosmetics (in notice: Lucky Heart Cosmetics); 7Apr60; KK150409.

Why we offer you this \$10.00 kit of Lucky Heart cosmetics for only \$1.00. (In Ebony, Mar. 1960, p.105) © Lucky Heart Laboratories, Inc., accepted alternative designation of Lucky Heart Cosmetics (in notice: Lucky Heart Cosmetics); 18Feb60; KK150820.

LUCKY HEART LABORATORIES, INC. SEE Lucky Heart Cosmetics.

LUCOR CORP. ©

Creme Vitonia. Antoine is a genius. (In Harper's bazaar, Feb. 1960, p.74) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 1Feb60; KK149038.

Have a love affair with the sun, it kisses you with color; Bain de Soleil Antoine. (In Miami Beach sun, Jan. 25, 1960, p.4) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 25Jan60; KK148843.

Have a love affair with the sun, it kisses you with color; Bain de Soleil Antoine. (In The New Yorker, May 28, 1960, p.13) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 26May60; KK151424.

LUDWIG MANUFACTURING CO., INC. ©

Apple slicer-corer. Appl. author: Arne B. Moeller. © 5Jan60; KK148938.

LUKE, JOSEPH W. ©
 Luke's stew. Net wt. 15 1/2 oz. © 12Apr60; KK150442.

LUMBERMENS MUTUAL CASUALTY CO. ©
 Now, borrow money from your bank; consumer credit collateral bond. © 15Dec59; KK149002.

LUNSFORD, THOMAS J. ©
 Identification tags for pets and people. © 18Nov59; KK148921.

LUSTRASILK CORP. OF AMERICA, INC.

At work or play, your hair stays soft and lovely; home permanent. (In Ebony, July 1959, p.101) © Lustrasilk Corp., accepted alternative designation of the Lustrasilk Corp. of America, Inc.; 15Jun59; KK151566.

At work or play, your hair will stay and stay; home permanent. (In Ebony, Nov. 1959, p.175) © Lustrasilk Corp., accepted alternative designation of the Lustrasilk Corp. of America, Inc.; 15Oct59; KK151565.

Bring new beauty to hard-to-manage hair with Lustrasilk; straighten super-curly hair safely without damage. Home permanent. (In Ebony, Mar. 1959, p.121) © Lustrasilk Corp., accepted alternative designation of the Lustrasilk Corp. of America, Inc.; 15Feb59; KK151570.

On her big day, she wouldn't be without Lustrasilk; home permanent. (In Ebony, June 1959, p.129) © Lustrasilk Corp., accepted alternative designation of the Lustrasilk Corp. of America, Inc.; 15May59; KK151567.

Straighten super-curly hair safely without damage; home permanent. (In Ebony, Jan. 1959, p.85) © Lustrasilk Corp., accepted alternative designation of the Lustrasilk Corp. of America, Inc.; 15Dec58; KK151568.

Thrill to exciting, new hair beauty with the one home permanent you can really trust. (In Ebony, Nov. 1958, p.159) © Lustrasilk Corp., accepted alternative designation of the Lustrasilk Corp. of America, Inc.; 15Oct58; KK151569.

M

MCC. SEE McCormick & Co., Inc.

MCK & R. SEE McKesson & Robbins, Inc.

M. G. M. P. SEE Memory Garden Memorial Park.

M. H. M. CO. SEE Martin (M. H.) Co.

M. L. M. K. SEE Mrs. Leland's Master Kitchens.

M. M. P., INC. SEE Master Metals Products, Inc.

M. P. SEE Magla Products.

M. P., INC. SEE Michigan Peat, Inc.

MWGC. SEE Monite Waterproof Glue Co.

MAC PANEL CO., INC. ©

Now, immediate delivery of control panels and wires in Canada. Canada. (In Office equipment & methods, Apr. 1960, p.15) Appl. author: Conrad C. Kohlheyer. © 1Apr60; KK151921.

We're proud. (In Management methods, May 1960, p.18) © 1May60; KK151922.

MCCORMICK & CO., INC. ©

Egg decorating kit. 1254. Contents: 1 pkg. assorted McCormick food colors. © 10Feb60; KK150034.

MCCORMICK & CO., INC.-Con.

Make Easter gayer, brighter this popular, colorful way. McCormick-Schilling food colors; vanilla. (In Everywoman's family circle, Mar. 1960, p.69) © 18Feb60; KK149597.

MCCULLOUGH, CHARLES W. SEE Paula Motto Co.

MCCURDY & CO., INC. ©

A bell, a wreath, and a candle light. (In Rochester times-union, Dec. 17, 1959, p.5) © 17Dec59; KK149661.

The fabulous years start at fifty. (In Rochester times-union, Apr. 19, 1960, p.5) © 19Apr60; KK151400.

If Santa ever needs a secretary, you'll qualify. (In Rochester times-union, Dec. 1, 1959, p.5) © 1Dec59; KK149659.

Jazz, jets, basketball and boys. (In Rochester democrat & chronicle, Mar. 16, 1960, p.5) © 16Mar60; KK150001.

A mother is someone who takes the smallest piece of pie. (In Rochester times-union, Apr. 28, 1960, p.5) © 28Apr60; KK151489.

Never sell a woman short. (In Rochester democrat & chronicle, Mar. 5, 1960, p.5) © 5Mar60; KK150000.

So they lived happily ever after. (In Rochester democrat & chronicle, Feb. 5, 1960, p.5) © 5Feb60; KK149586.

Wait 'til I put on some lipstick. (In Democrat and chronicle, Rochester, N.Y., Jan. 9, 1960, p.5) © 9Jan60; KK151364.

We're going to have six of them. (In Rochester democrat and chronicle, Jan. 22, 1960, p.5) © 22Jan60; KK151365.

What ever happened to spring? (In Democrat and chronicle, Rochester, N.Y., May 7, 1960, p.5) © 7May60; KK151488.

What on earth rhymes with February? (In Rochester democrat & chronicle, Feb. 18, 1960, p.5) © 18Feb60; KK149585.

You-know-who has come back again. (In Rochester democrat & chronicle, Nov. 21, 1959, p.5) © 21Nov59; KK149660.

MACFARLANE, ESTAMAE. ©

Estamae's circus fun and ball bouncing. SEE Estamae Rhythm Records.

Estamae's let's have fun dancing. Social and variety dances. (Album no.3) © 7Jun54; KK151554.

MCGILVER, R. W.

Gilson Medical Electronics. SEE Sallach, H. J.

MCGOWN (PEARL K.) INC. ©

Dear HookKraftsman. © 15Jan60; KK148297.
© 15Feb60; KK150399.
© 15Mar60; KK150398.
© 15Apr60; KK150565.
© 15May60; KK151396.

MCGRAW-EDISON CO. INTERNATIONAL METAL PRODUCTS DIVISION. ©

Alpine air coolers general catalog 1960. (Form AV-2-6001) © 4Jan60; KK149302.

Alpine residential air coolers; luxury air cooling at low cost. (Form AV-2-6051) NM: revision & additions. © 8Jan60; KK149844.

Arctic Circle air coolers general catalog 1960. (Form AV-1-6001) © 4Jan60; KK149301.

Here are 7 easy steps to bigger income with Arctic Circle coolers. (Form no.AV-1-6008) © 11Jan60; KK149845.

Sales building advertising and merchandising material; 1960. Alpine air coolers. (Form AV-2-6002) NM: revision & additions. © 4Jan60; KK149299.

Sales building advertising and merchandising material; 1960. Arctic Circle air coolers. (Form AV-1-6002) NM: revision & additions. © 4Jan60; KK149300.

MCHUGH, EDWARD F. ©

The ABC home study landscape system. © 1Dec59; KK147970.

Do-it-yourself landscaping with step-by-step instruction. © 1Dec59; KK147971.

Sales manual for landscape salesmen. © 1Dec59; KK147969.

MCHUTCHISON & CO. ©

Be thrilled, grow frilled begonias.

A Mac-Pak product. Belgian begonias. Appl. author: Sweeney, Krist & Dimm. © 15Dec59; KK147985.

Cactus dahlias. A Mac-Pak product. Appl. author: Sweeney, Krist & Dimm. © 15Dec59; KK147987.

Dinnerplate dahlias. A Mac-Pak product. Appl. author: Sweeney, Krist & Dimm. © 15Dec59; KK147986.

Distinction is yours when you select prestige custom grown glads. A Mac-Pak product. Appl. author: Sweeney, Krist & Dimm. © 15Dec59; KK147989.

For fragrance, it's lily of the valley. A Mac-Pak product. Appl. author: Sweeney, Krist & Dimm. © 15Dec59; KK147988.

Globe dahlias. A Mac-Pak product. Appl. author: Sweeney, Krist & Dimm. © 15Dec59; KK147983.

The hot weather special for your garden; mass these hardy long-lasting philox for a world of color. A Mac-Pak product. Appl. author: Sweeney, Krist & Dimm. © 15Dec59; KK147984.

MCILHENNY CO. ©

Add excitement to eggs, add Tabasco, the seasoning that sings. (In Ladies' home journal, Mar. 1960, p.48) Appl. author: Fitzgerald Advertising Agency, Inc. © 25Feb60; KK149371.

Add the gourmet dash of Tabasco; new chef's size makes it so easy. (In Restaurant management, Feb. 1960, p.105) Appl. author: Fitzgerald Advertising Agency, Inc. © 1Feb60; KK149642.

In the restaurant business, a man is known by the condiments he keeps. Tabasco. (In Volume feeding management, Jan. 1960, p.63) Appl. author: Fitzgerald Advertising Agency, Inc. © 4Jan60; KK148178.

New time-saving, money-making aids from Tabasco, the pepper sauce that adds so much, costs so little. (In Restaurant management, June 1960, p.91) Appl. author: Fitzgerald Advertising Agency, Inc. © 1Jun60; KK151682.

MCKESSON & ROBBINS, INC. ©

After the game, the happiest scotch; Martin's original V.V.O. (In New York daily news, Feb. 5, 1960, p.52) © 4Feb60; KK150977.

After the game, the happiest scotch; Martin's original V.V.O. (In The New York times, Mar. 1, 1960, p.38) © 1Mar60; KK150964.

Bertani is polite; Bertarose. Wine. (In The New York times magazine, Mar. 13, 1960, p.89) © 13Mar60 (in notice: 1959); KK150961.

Bertani is shy; Soave. Wine. (In The New York times magazine, Apr. 3, 1960, p.124) © 3Apr60 (in notice: 1959); KK150958.

Bertani is sparkling; Reciottio. Wine. (In The New York times magazine, Mar. 6, 1960, p.72) © 6Mar60 (in notice: 1959); KK150959.

Bertani is tender; Bardolino. Wine. (In The New York times magazine, Mar. 27, 1960, p.106) © 27Mar60 (in notice: 1959); KK150960.

Colonel Chapin and Mr. Gore. I'm proud indeed, sir, to have you represent the great colors of Chapin & Gore, symbol of the southland's greatest bourbon. (In Chicago sun-times, Dec. 4, 1959, p.58) © 4Dec59; KK150957.

Fond of things Italiano? Try a sip of Galliano; liqueur. (In Sports illustrated, May 23, 1960, p.77) © 19May60; KK152008.

Fond of things Italiano? Try these drinks with Galliano; liqueur. (In Sports illustrated, Mar. 28, 1960, p.14) © 24Mar60; KK150965.

For the happiest sales, the happiest scotch; Martin's original V.V.O. (In Liquor store, Mar. 1960, p.27) © 1Mar60; KK150968.

The happiest scotch; Martin's original V.V.O. (In Life, Mar. 28, 1960, p.74) © 24Mar60; KK150973.

The happiest scotch in Georgia; Martin's original V.V.O. (In The Atlanta constitution, Feb. 11, 1960, p.34) © 11Feb60; KK152011.

The happiest scotch 'n soda; Martin's original V.V.O. (In Life, Apr. 11, 1960, p.100) © 7Apr60; KK150972.

The happiest scotch 'n water; Martin's original V.V.O. (In Life, May 23, 1960, p.70) © 19May60; KK152009.

Have a new beauty figure for fall; Kessamin plan. (In The Saturday evening post, Sept. 14, 1957, p.102) © 14Sep57; KK149535.

Liquore Galliano. Fond of things Italiano? Try a sip of Galliano. (In The New Yorker, Mar. 5, 1960, p.73) © 3Mar60; KK150318.

Looking for the costlier English gin Americans now have firmly in hand? Lamplighter. (In The New Yorker, Mar. 12, 1960, p.146) © 10Mar60 (in notice: 1959); KK150966.

Massive retaliation; Lamplighter gin. (In The New Yorker, Feb. 28, 1959, p.75) © 26Feb59; KK150967.

Now the English gin you've heard about is here; cocktail time is Lamplighter time. (In Cleveland plain dealer, May 6, 1960, p.38) © 6May60; KK152010.

We just ran out of the world's best bourbon, Col. Chapin. Better run out for some more, Mr. Gore. Chapin & Gore. (In Chicago sun-times, Mar. 24, 1960, p.71) © 24Mar60; KK150963.

We're sitting on top of the world, Col. Chapin. On top of the world's best bourbon, Mr. Gore. Chapin & Gore Old Reserve. (In The Saturday evening post, Mar. 12, 1960, p.76) © 8Mar60; KK150317.

When the grand gesture is expected; Martin's 12 year old scotch. [Producer's party; men shaking hands] (In Sports illustrated, Sept. 28, 1959, p.67) © 24Sep59; KK150971.

When the grand gesture is expected; Martin's 12 year old scotch. [Producer's party; woman atop table, waving plumes] (In Business week, Nov. 14, 1959, p.21) © 13Nov59; KK150970.

When the grand gesture is expected, serve the scotch with the background; Martin's 12 year old scotch. (In The New Yorker, Apr. 2, 1960, p.149) © 31Mar60; KK150969.

World's best bourbon, Col. Chapin.
My empty bottle proves it, Mr. Gore.
Chapin & Gore. (In Chicago sun-
times, Mar. 17, 1960, p.63)
© 17Mar60; KK150962.

MCMAHUS, BERYL J. M.
El camino real. SEE Houghton Mif-
flin Co.

MCNAUGHTON, MARGARET. ©
Final, final, final; terrific fur
bargains. (In Los Angeles times,
Jan. 25, 1960, pt.1, p.11) Appl.
author: Harry Uswald. © 25Jan60;
KK149824.

Minks. Regal Furs. (In Los Angeles
times, Aug. 3, 1959, pt.1, p.11)
Appl. author: Harry Uswald.
© 3Aug59; KK149341.

Terrific fur bargains; minks. Regal
Furs. (In Los Angeles times,
Oct. 1, 1959, pt.1, p.25) Appl.
author: Harry Uswald. © 10Oct59;
KK149351.

We thank all of you; terrific fur
bargains. (In Los Angeles times,
Aug. 17, 1959, pt.1, p.13) Appl.
author: Harry Uswald. © 17Aug59;
KK149919.

MCNEIL LABORATORIES, INC. ©
Available soon, striking results in
superficial fungous infections;
Grifulvin. © 3Jun59; KK149700.

Available soon, the first effective
oral treatment of ringworm infec-
tions; Grifulvin. © 27May59;
KK149703.

Available soon, uniquely effective
in tinea corporis, tinea pedis;
Grifulvin. © 1Jun59; KK149701.

A fundamentally new therapeutic
approach; Grifulvin, orally effec-
tive agent for ringworm.
© 25Jul59; KK149705.

Grifulvin is Griseofulvin, the first
orally effective treatment for ring-
worm. © 20Jul59; KK149698.

Grifulvin, now available; first orally
effective agent for ringworm infec-
tions. © 16Jul59; KK149708.

Now available, a basic dermatologic
achievement; Grifulvin. © 10Aug59;
KK149707.

Now available, a milestone in the
treatment of superficial fungous
infections; Grifulvin. © 6Aug59;
KK149704.

Now available, an advance in the
treatment of superficial fungous
infections comparable to penicillin
in bacterial infections; Grifulvin.
© 17Aug59; KK149706.

Now, dramatic improvement in tradition-
ally refractory ringworm infections;
Grifulvin. © 16Jul59; KK149702.

Now it's here, effective oral treatment
of ringworm infections; Grifulvin.
© 4Aug59; KK149699.

MAGLA PRODUCTS. ©

Color Mate pastel ironing board cover.
No. 856. © Herbert Glatt d.b.a.
Magla Products; 31Dec59; KK149257.
Cotton Belle flannel back ironing board
cover and Olum pad set. No. 7056.
© Herbert Glatt d.b.a. Magla Products;
31Dec59; KK149254.

MAGNAFLUX CORP. ©

Are you the one who selects testing
equipment? (In Steel magazine,
Mar. 21, 1960, p.135) Appl. author:
Stoetzel & Associates, Inc. NM:
revision. © 21Mar60; KK150859.

MAGNETIC DEVICES, INC. ©

Electro-Lab; model 100, a complete
electrical laboratory. Appl. au-
thor: Osborne I. Price, Jr.
© 5May60; KK151825.

MAHON (THOMAS J.) INC. ©

Phenyl-Drane drains the sinuses; nasal
spray with suction. Catalog no.200.
30 cc. © 23Dec59; KK148482.

MAICO ELECTRONICS, INC. ©

Maico presents a glamorous fashion
discovery; Whisper-Lite Hear-Rings.
© 5Jan60; KK148920.

MAINTENANCE ENGINEERING CO. ©

Ready reference list of Meco products.
Appl. author: J. P. Tyrrell.
© 18Mar60; KK149630.

MAINTENANCE, INC. ©

Vynatex 23, a new dimension for asphalt
pavements; color. Appl. author:
A. C. Palm. © 23Apr60; KK151440.

MALLORY (P. R.) & CO., INC. ©

Capacitors; catalog. (Form no.9-183)
NM: revisions. © 8Feb60; KK149834.

MANCO WATCH STRAP CO., INC. ©

Topps expansion watch band; double-
plated for durable wear. © 23Feb60;
KK149603.
Topps expansion watch band; wrist
shaped to fit better with replacement
spring bars. © 23Feb60; KK149602.
Topps snake chain watch band.
© 23Feb60; KK149604.

MANNEQUIN SHOES.

Get the point; Demi Tasse. (In Charm,
Feb. 1959, p.27) © Mannequin Shoes
(in notice: Mannequin Shoes, a divi-
sion of General Shoe Corp.); 25Jan60;
KK149849.

MANPOWER, INC. ©

100 ways to save money in packing,
shipping and stockroom operations.
M-262. © 13Aug59; KK148279.

MARATHON DIVISION, AMERICAN CAN CO.

See American Can Co. Marathon Divi-
sion.

MARC PAUL, INC. ©

Bruce MacFee. © 1Sep59; KK149591.

MARCAL PAPER MILLS, INC. ©

Auto hankies in handy attachable dis-
penser. Whisper soft, 10" x 10",
extra large, hemmed edge, 60 single
sheets, 30 two-ply. © 3May60;
KK151534.
Camellia super quality tissues; white.
650 sheets, 4 1/2 x 4 1/2 inches.
© 5Jan56; KK151014.
Handy Fluff Out dispenser box; pink.
Facial tissues. 400 tissues, 200
doubles; size 9 3/4" x 8 1/2".
© 30Dec59; KK150629.

MARCUS, LOUIS. ©

Spring, Easter and summer display
guide; '60. NM: additions & revi-
sions. © 18Jan60; KK148608.

MARGHAB (EMILE) INC. ©

Linens; price list. Round and large
cloth sets [& 11 other linens]
© 30Sep59; KK148833.

MARGLEN, JULIETTE.

A Faberge presentation. (In The New
Yorker, Jan. 24, 1959, p.13)
© Faberge, Inc. d.b.a. Juliette
Marglen; 22Jan59; KK150210.

MARIETTA METAL PRODUCTS CORP. ©

New, completely assembled Marietta
reverse flow, boiler-burner unit;
Magic-Heat. Appl. author: John
Hancock. © 29Dec59; KK148631.

MARK 'ANDY, INC. ©

Persona labels, your personal identi-
fication label. 300 labels.
© 15Oct59; KK148044.

MARKEL (L. FRANK) & SONS. ©

Hygrade and Flexite tubings. Sample
file; select-it chart. © 7Dec59;
KK148051.

Hygrade polytube flexible, polyester
varnished, fiberglass tubing.
Price sheet 171. May 1959.
© 7Dec59; KK148047.

Hygrade silicone impregnated fiberglass
tubing and sleeving. Price schedule
172. Feb. 1959. © 7Dec59;
KK148048.

Hygrade silicone rubber coated fiber-
glass tubing. Price schedule 175.
Feb. 1959. © 7Dec59; KK148046.

Hygrade thermoflex flexible fiberglass
sleeving. Price schedule 176. Feb.
1959. © 7Dec59; KK148049.

Hygrade VF flexible fiberglass tubing
and sleeving. Price schedule 177.
Feb. 1959. © 7Dec59; KK148050.

MARKET FORGE CO. ©

Mark-2 shelving uses all available
storage space. © 10Nov59; KK151383.

Medi-Prep medicine station.
© 8Oct59 (in notice: 1960);
KK151382.

New Marketier storeroom shelving.
© 9May60; KK151384.

Now all you need are Heimbach's rolls.
(In Evening chronicle, Allentown,
Pa., May 25, 1960, p.53) © 25May60;
KK151685.

MARKETING & ADVERTISING ASSOCIATES. ©

Now all you need is Heimbach's bread.
(In Allentown evening chronicle,
Apr. 27, 1960, p.42) © 27Apr60;
KK151125.

MARKWELL MANUFACTURING CO., INC. ©

L3 staple-gun kit. (L3 tacker kit)
© 29Oct59; KK149606.

MARLAN CO. ©

Orange SlushAde base. Net wt. 3 lbs.
© 7Jan60; KK148531.

MARLENN PRODUCTS CO., INC. ©

Howdy, I'm B.O., the happy hobo, air
freshener. © 30Nov59 (in notice:
1960); KK149249.

MARS, INC. ©

Cherry chocolate Marsettes. Net wt.
1 5/8 oz. © 22Jul59; KK151300.

MARTIN, JOE J.

Jungle super freeway. SEE Toro
Manufacturing Co.

MARTIN (M. H.) CO. ©

There's lots of money available for
approved language laboratories, and
the sale is easy when you package
electronic components in Harken
listening booths. Appl. author:
M. H. Martin. © 15Oct59; KK148553.

MARV-O-LUS MANUFACTURING CO. ©

Door caddy, model 50. Appl. author:
Marvin Glassenberg. © 17Mar60;
KK150165.

New American flag display kit. Appl.
author: Marvin Glassenberg.
© 9Oct59; KK148378.

MASEK, JOHN. ©

Dewkist plants. © 18Dec59; KK150253.
3 selections to choose from. Asst.
no.21;31;41. Plant line.
© 4Jan60 (in notice: 1959);
KK148245.

MASTER METAL PRODUCTS, INC. ©

All new for '60; Masterware puts new
go in pantryware sales. Breadette;
Canette; Sanette waxed bags. (In
Housewares review, Jan. 1960, p.30)
Appl. author: Lloyd Mansfield.
© 4Jan60; KK151077.

MASTER METAL PRODUCTS, INC.-Con.

Exclusive new design, new sizes; model H Sanette. Waste receivers; waxed bags. (In Hospital progress, Jan. 1960, p.30) Appl. author: Lloyd Mansfield. © 5Jan60; KK151605.

For the first time, wood-grained vinyl; Masterware. Appl. author: Lloyd Mansfield. © 15Feb60; KK149352.

Masterware, all new for '60. Bread-ette; Canette. (In Premium practice, Jan. 1960, p.34) Appl. author: Lloyd Mansfield. © 4Jan60; KK151824.

Masterware exclusively pioneers wood grained finishes. Pantryware. (In Premium practice, Apr. 1960, p.12) Appl. author: Lloyd Mansfield. © 5Apr60; KK151606.

Masterware exclusively pioneers wood grained vinyl. Pantryware. (In Housewares review, Apr. 1960, p.95) Appl. author: Lloyd Mansfield. © 1Apr60; KK151607.

MASTER PRODUCTS CO. ©

The early bird says, buy your mimeo and office needs by April 30; save more than before. © 11Mar60; KK150821.

Pre-spring bargain days. Automatic addresser [& other items] © 5Feb60; KK148750.

25th anniversary sale. Clear-O-Scope [& other items] © 27May60; KK151513.

MASURY (JOHN W.) & SON, INC. ©

Emalj. 1 gallon U.S. standard. Leksandsmalare. © 15Jun51; KK151168.

MATHEWS, DONALD H., JR. SEE Mathews' Products.

MATHEWS' PRODUCTS.

Spray-Nu for that new car fragrance. Contents 12 ounces. © Mathews' Products, D. H. Mathews, Jr.; 10Jun60; KK151753.

MATTHEWS (JAMES H.) & CO. ©

An eternal tribute, when remembrance must be the very finest. Mountain View & 5 other memorials. (Leaflet B-471) © 23May60; KK151688.

The Grapevine; memorialization in everlasting bronze. © 11Mar60; KK149999.

MAUI DIVERS OF HAWAII, LTD. ©

Black Coral, Hawaii's gem of romance handcrafted on the island of Maui. (Ako akoo eleele) © 24Nov59; KK151961.

MEAD JOHNSON & CO. PABLUM PRODUCTS DIVISION.

Baby, what an offer on the most widely distributed infant high protein cereal. (In Progressive grocer, Jan. 1959, p.125) © Pablum Products, division of Mead Johnson & Co. (in notice: Mead Johnson & Co.); 1Jan59; KK150108.

What's new for dinner? Assorted Pablum pak. (In Parents' magazine & family home guide, Feb. 1959, p.75) © Mead Johnson & Co., Pablum Division (in notice: Mead Johnson & Co.); 25Jan59; KK150299.

MEADE, BEATRICE E. SEE American Safe-guard Engineers.

MEADE, JAMES R. SEE American Safeguard Engineers.

MEARL CORP. ©

Murano colors; synthetic nacereous pigments. Mearlmaid; Macromer. Appl. author: Leon M. Greenstein. © 16May60; KK151641.

MECHANICAL HANDLING SYSTEMS, INC. ©

System for the production of polyurethane foam products. (Bulletin UF-2) Appl. author: Clifton W. Johnson. © 2Mar60; KK149910.

MEMORY GARDEN MEMORIAL PARK, BREA, CALIF.

A vist to Memory Garden. © Memory Garden Memorial Park; 6Nov59; KK148168.

MENNEN CO. ©

To every lady-in-waiting; new swaddling powder gives baby wet proof protection against skin infection. (In True story, Feb. 1959, p.71) Appl. author: Grey Advertising Agency, Inc. © 6Jan59; KK149867.

MERCANTILE NATIONAL BANK OF CHICAGO. ©

The doorway to tomorrow; 1959. 48th annual report. Appl. author: Hanson & Stevens, Inc. © 15Jan60; KK150575.

MERCHANDISE SELECTORS, INC. ©

Introductory offer ... power drill; Ram. Appl. author: Meyer Robbin. © 2Jul59; KK150852.

MERCK & CO., INC. ©

Merck introduces new faster-acting mastitis ointment and kicks it off with faster money sales programs for you; Bovitrim. (In American druggist, Nov. 3, 1958, p.98) © 30Oct58; KK150129.

MERCURY RECORD CORP. ©

14 more newies but goodies. Stereo 60241; MG 20581. © 1Mar60; KK149496.

MERRIAM (G. & C.) CO. ©

The gift of confidence; Merriam-Webster. Collegiate dictionary. (In The Reader's digest, May 1960, p.214) © 21Apr60; KK150678.

Teenagers: the search for assurance. How Merriam-Webster helps to acquire it. Collegiate dictionary. (In True, Feb. 1960, p.13) © 18Jan60; KK148326.

MERRICK MEDICINE CO. ©

Lamina, animal scours remedy. Net contents 8 fluid ounces. © 26May60; KK151704.

MERRY MANUFACTURING CO. ©

My Merry coloring set. R595L. © 15Mar59; KK150526.

My Merry cosmetic shop. ST 11:200. © 15Apr60; KK150537.

My Merry doll's hostess closet. No.C-8:200. © 1Mar58; KK148359.

My Merry dolly's gift wrap set. R591L. © 15Mar59; KK150531.

My Merry dolly's kitchen closet. No.C-10:59. © 4Jan60; KK148203.

My Merry gas station set. R603L. © 25Mar60; KK150525.

My Merry hobby shop. ST-8:59. © 4Jan60; KK148202.

My Merry jewelry set. R604L. © 25Mar60; KK150528.

My Merry jewelry store. ST 10:200. © 15Apr60; KK150536.

My Merry make-up. R33L. NM: revision. © 1Jan60; KK150533.

My Merry nail polish set. R11L. Appl. states prev. pub. as My Merry manicure set. NM: revision & additions. © 1Jan60; KK150534.

My Merry service station. ST-9:100. © 10Mar60; KK150529.

My Merry shampoo set. R22L. NM: revision. © 1Jan60; KK150532.

My Merry shaving set. R55L.

NM: revision. © 1Jan60; KK150527.

My Merry tea set. R602L. © 1Feb60;

KK150530.

My Merry toy closet. C-11:100. © 10Mar60; KK150535.

METALWORKS, LTD. ©

Introducing the new Roll-it hardware Multiflex shelf system. Canada. Appl. author: J. H. Benjamin. © 31Mar60; KK151770.

METROPOLITAN LIFE INSURANCE CO. ©

Do you kiss your wife in public? (In Los Angeles times, Nov. 3, 1959, pt.2, p.8) Appl. author: Young & Rubicam, Inc. © 3Nov59; KK151000.

Does your family have these breakfast problems? Does Junior get up with no appetite and dawdle over his food? (In Good housekeeping, May 1960, p.29) Appl. author: Young & Rubicam, Inc. © 19Apr60; KK151954.

He loves me more than he lets on. (In The New York times, Feb. 15, 1960, p.28) Appl. author: Young & Rubicam, Inc. © 15Feb60; KK151002.

Metropolitan millionaires; club qualifying members for 1959.

(In The Weekly underwriter, Apr. 9, 1960, p.751) Appl. author: Young & Rubicam, Inc. © 9Apr60; KK150999.

Part of an income. Could your wife and children live in a house like this? (In Life, Mar. 7, 1960, p.9) Appl. author: Young & Rubicam, Inc. © 3Mar60; KK151003.

Security; father's salary. Your family can't get far in part of a car. (In Life, Apr. 4, 1960, p.38) Appl. author: Young & Rubicam, Inc. © 31Mar60; KK151004.

Some things you should know about excessive drinking. (In Good housekeeping, Apr. 1960, p.29) Appl. author: Young & Rubicam, Inc. © 18Mar60; KK151345.

An urgent message to parents about polio. (In Good housekeeping, Mar. 1960, p.29) Appl. author: Young & Rubicam, Inc. © 18Feb60; KK151001.

MIAMI PRODUCTS & CHEMICAL CO. ©

Miami Clarifier. © 13Apr60; KK150489.

MICAMP CO. ©

Dusfil, fiberglass filter. Appl. author: Michael J. Campione. © 27Feb60; KK151266.

MICHIGAN CARTON CO. ©

Eggs. Barn & silo. Design E-701. One dozen. © 7Dec59; KK148123.

Eggs. Hens on nest. Design E-700. One dozen. © 7Dec59; KK148122.

Eggs and salad. Design no.804-B. One dozen. © 15Jan60; KK148807.

Lawrence Hyatt fresh eggs. Design E 600. One dozen. © 1Jun60; KK152083.

Ovid eggs. Design E 601. One dozen. © 1Jun60; KK152084.

MICHIGAN CHEMICAL CORP. © All industrial grades MgO from one source. (In Chemical week, Jan. 30, 1960, p.74) Appl. author: Aves, Shaw & Ring, Inc. © 30Jan60; KK148785.

Bromine in bulk; save dollars, saves time. (In Chemical & engineering news, May 25, 1959, p.85) Appl. author: Aves, Shaw & Ring, Inc. © 25May59; KK149163.

Dialkylchloralkylamine hydrochlorides; facile working tools for alkylation of amines. (In Chemical week, Nov. 21, 1959, p.149) Appl. author: Aves, Shaw & Ring, Inc. © 21Nov59; KK148786.

If you're looking for antistatic agents, sanitizers, textile softeners, start with lauryl bromide. (In Chemical week, Dec. 5, 1959, p.77) Appl. author: Aves, Shaw & Ring, Inc. © 5Dec59; KK148327.

Rare earths are doing these jobs in ceramics now. (In Ceramic industry, Apr. 1960, p.149) Appl. author: Aves, Shaw & Ring, Inc. © 15Apr60; KK150919.

2 ways you can get more business with new mixture for cereal equipment and grain bin fumigation; Pestmaster. Spot Shot; Fumigant 73. (In Pest control, May 1960, p.25) Appl. author: Aves, Shaw & Ring, Inc. © 5May60; KK151503.

MICHIGAN LLOYD J. HARRISS PIE CO. SEE Sadie Dunn.

MICHIGAN PEAT, INC. ©
Floral Park Michigan peat. 25 lbs. Appl. author: Philip H. Hamerslough, Jr. © 25Feb60; KK149486.

MIDWESTERN INSTRUMENTS, INC. ©
Direct recording, dual purpose 606 oscillograph. Appl. author: H. D. Weatherly. © 30Jun59; KK148408.

11 torque motor. Appl. author: H. D. Weatherly. © 5Nov59; KK148412.

581 oscillograph. Appl. author: H. D. Weatherly. © 15Sep59; KK149076.

4 Servovalve. Appl. author: H. D. Weatherly. © 20Nov59; KK148413.

478A bridge balance. Appl. authors: H. D. Weatherly & Robert H. Gish. © 15Sep59; KK149161.

Magnecord D3 duplicator. Appl. author: H. D. Weatherly. © 11Dec59; KK149159.

Magnecord 817 DL storage. Appl. author: H. D. Weatherly. © 30Nov59; KK149154.

Magnecord 816X reproducer. Appl. author: H. D. Weatherly. © 30Nov59; KK149150.

Magnecord N35B Citation. Appl. author: H. D. Weatherly. © 30Nov59; KK149160.

Magnecord 100 series. Appl. author: H. D. Weatherly. © 11Dec59; KK149156.

Magnecord P75 Editor II. Appl. author: H. D. Weatherly. © 30Nov59; KK149158.

Magnecord PT63 series. Appl. author: H. D. Weatherly. © 30Nov59; KK149155.

M1 Galvo handi-guide; galvanometer color code. Appl. author: I. L. Patterson. © 20Jul59; KK148615.

Model 7 series Servovalves. Appl. author: H. D. Weatherly. © 30Nov59; KK149148.

Model 607 D/R direct recording, direct readout oscillograph. Appl. author: Paul Gregg. © 2Mar59; KK148409.

Model 603 & 607 direct recording, direct readout oscillographs. Appl. author: H. D. Weatherly. © 20Oct59; KK149152.

Model 12 Servoamplifier. Appl. authors: Lloyd Cordell & H. D. Weatherly. © 3Aug59; KK148414.

958 mixer amplifier. Appl. author: H. D. Weatherly. © 1Feb60; KK149843.

940 dual-channel galvanometer drive amplifier. Appl. author: H. D. Weatherly. © 28Dec59; KK149157.

9 torque motor. Appl. author: H. D. Weatherly. © 30Oct59; KK148411.

Oscillographs. 590; 591. Appl. author: Shirley J. Green. © 5Feb60; KK149842.

Series 561 oscillographs. Appl. author: H. D. Weatherly. © 20Oct59; KK149153.

Series 560 oscillographs. Appl. author: H. D. Weatherly. © 15Oct59; KK148614.

Series 40 flow-control Servovalves. Advance bulletin. Appl. authors: Lloyd Cordell & H. D. Weatherly. © 11Aug59; KK148407.

Series 621 D/R oscillographs. Appl. author: H. D. Weatherly. © 11Aug59; KK148410.

Series 621 D/R oscillographs. Appl. author: H. D. Weatherly. © 21Sep59; KK149151.

602D D/R oscillograph. Appl. author: H. D. Weatherly. © 28Oct59; KK148616.

3 Servovalve. Appl. author: H. D. Weatherly. © 20Nov59; KK149149.

MILANI (LOUIS) FOODS, INC. ©
Good Life matzo ball mix. 3 1/2 oz. container. © 2Feb60; KK148966.

MILLARD, SAM S. SEE Crystal Pure Air.

MILLER BREWING CO. ©
The champagne of bottle beer; get more genuine pleasure from this genuine Milwaukee beer. High Life. [Man sitting in chair patting setter] (In Esquire, Dec. 1959, p.30) Appl. author: C. A. Mathisson. © 17Nov59; KK147980.

The champagne of bottle beer; High Life. [Man standing beside collection of antique cars] (In Sports illustrated, Mar. 14, 1960, p.77) Appl. author: C. A. Mathisson. © 14Mar60; KK149863.

The champagne of bottle beer; High Life. [Pool table scene] (In Sports illustrated, Jan. 11, 1960, p.69) Appl. author: C. A. Mathisson. © 11Jan60; KK148157.

Happy holidays; the finest label on your holiday table. High Life. [Tray of snack foods] (In Suburbia today, Dec. 1959, p.7) Appl. author: C. A. Mathisson. © 1Dec59; KK147978.

Peak of perfection; High Life. (In Chain store age, Jan. 1959, p.105) Appl. author: C. A. Mathisson. © 30Dec59; KK150262.

Put the finest label on your table; High Life. Cook a casserole supper, country style. (In The American weekly, Feb. 7, 1960, p.14) Appl. author: C. A. Mathisson. © 7Feb60; KK148783.

Put the finest label on your table; High Life. Young couple & man beside table of food. (In Look) Appl. author: C. A. Mathisson. © 26Apr60; KK150571.

Put the finest label on your table; High Life. Young couple preparing food for barbecue. (In The New Yorker, May 28, 1960) Appl. author: C. A. Mathisson. © 28May60; KK151692.

Put the finest label on your table; High Life. Young couple preparing lobster. (In The New Yorker, Jan. 23, 1960, p.2 of cover) Appl. author: C. A. Mathisson. © 23Jan60; KK148559.

MILLS PRODUCTS CORP. ©
Strap Hold. Style no.31. Appl. author: Harry Mills. © 23Dec59; KK148159.

MILSCO MANUFACTURING CO. ©
Cramer continuous 16 mm processor; model 60. © 8Apr60; KK150436.

MINNEAPOLIS STAR & TRIBUNE. ©
What makes a newspaper great? Valerie Elliott, aged 3 1/2 is going fishing with her father's murderer. (In

Printers' ink, Sept. 18, 1959, p.60) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Sep59; KK149196.

MINNESOTA MINING & MANUFACTURING CO.
Casual suede shoes treated with Scotchgard brand leather protector. © 3M Co., accepted alternative of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 15Mar60; KK149628.

For apparel locked-in-the-fabric three-way protection; Scotchgard brand stain repeller. © 3M Co., accepted alternative of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 12Mar60; KK149626.

I do like him, Esther, but please bring the Scotch brand lint remover. (Scotch brand tape remover) (In The Denver post, Oct. 21, 1959, p.29) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 21Oct59; KK147949.

If you can turn a handle, you can gift-wrap with Sasheen bows like these. (In National jeweler, Mar. 1960, p.18-19) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 10Mar60; KK150355.

The locked-in, 3-way protection of Scotchgard brand stain repeller. © 3M Co., accepted alternative of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 12Mar60; KK149627.

Mark toys, tools, belongings; Scotch brand plastic tape. (In The Saturday evening post, May 28, 1960, p.94) © 3M Co.; 7May60; KK151721.

New idea that gets profits going 2 ways. Sasheen star bows; S-71 bow maker. (In Merchants trade journal, Mar. 1960, p.15-17) © 3M Co., accepted alternative of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Mar60; KK149772.

New shape for tape; decor dispensers, by Scotch brand. (In Look, Mar. 15, 1960, p.44) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Mar60; KK150354.

No drip paint brush collar; Scotch brand masking tape. Stainless steel frozen food saw; Scotch brand freezer tape. (In Better homes & gardens, May 1959, p.182-183) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 21Apr59; KK147950.

Now, just pat the lint away; Scotch brand lint removers. (In The Denver post, Nov. 4, 1959, p.10F) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 4Nov59; KK147948.

Rollo's smart, when he fetches a hat he always brings the Scotch brand lint remover. (In The Denver post, Nov. 5, 1959, p.16) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 5Nov59; KK147947.

Scotchgard brand stain repeller. (Hand tag Y-THT) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 29Feb60; KK149413.

Shoot Christmas sales sky-high with Sasheen star bows. (In Modern packaging, Feb. 1960, p.170A) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 22Jan60; KK148940.

MINNESOTA MINING & MANUFACTURING

CO.-Con.

Spring's prettiest bows bloom easily with Decorette. (In Department store economist, Feb. 1960, p.88-89) © 3M Co., accepted alternative of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 30Jan60; KK149773.

Spring's prettiest bows bloom easily with Decorette. (In Department store economist, Feb. 1960, p.88-89) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Feb60; KK148941.

A wonderful 25¢ toy; Scotch brand cellophane tape. Endorsed by Joyce Brothers. (In The Reader's digest, Apr. 1960, p.59) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 21Mar60; KK151720.

You can do almost anything with Scotch brand tapes. Plastic; masking; electrical. (In Better homes and gardens, Mar. 1960, p.36) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 18Feb60; KK150353.

MIRICIL CHEMICAL CO., INC. ©

Are acid lotions giving you hair-dressers' hands? You need marvelous Miricil medicated hand cream. (In American hairdresser) © 1Feb59 (in notice: 1958); KK151981.

MISHAWAKA RUBBER CO., INC. ©

Advertising, sales promotion show case 1960; Red Ball protective footwear by Ball-Band. Appl. author: Juhl Advertising Agency. © 2Jan60; KK149168.

MISTER SOFTEE, INC. ©

Here it is, take a good look at your good-looking 1960 Mister Softee mobile soft serve ice cream unit. (1960 truck brochure) © 7Mar60; KK150517.

You can be in the driver's seat earning \$9,000 to \$13,000 the first year; soft ice cream store on wheels. © 29Feb60; KK151878.

MRS. LELAND'S MASTER KITCHENS. ©

Church groups, schools, organizations see how easily you can raise \$50.00 to \$1,000.00 and more with Mrs. Leland's famous old-fashioned golden butter-bits. © 15Jan60; KK148868.

Dear Friend: How did you enjoy the big bar of Mrs. Leland's old-fashioned rich milk chocolate I sent you a short time ago? © 29Feb60; KK149319.

Dear Friend: I was just going over your record, and I noticed that it's four weeks since we shipped your first order of Mrs. Leland's old-fashioned rich milk chocolate. © 29Feb60; KK149323.

Dear Friend: Thank you for your order for Mrs. Leland's old-fashioned rich milk chocolate. © 29Feb60; KK149322.

Dear Friend: The other day, I received letters from three people who have tried our fund-raising plan. Old-fashioned rich milk chocolate. © 29Feb60; KK149320.

Dear Friend: You took an important step towards starting a successful fund-raising plan ... when you sent for a free bar of Mrs. Leland's rich milk chocolate. © 29Feb60; KK149321.

Gay bouquets; old-fashioned golden butter-bits. Canister design. Net wt. one lb. NM: picture. © 31Dec59; KK149313.

If you act now, we'll send you all the bars of Mrs. Leland's old-fashioned rich milk chocolate you'll need to raise \$50.00 to \$1,000.00. © 19Feb60; KK149317.

Old-fashioned rich milk chocolate. One quarter pound net weight. © 19Feb60; KK149316.

Order blank for raising funds with Mrs. Leland's old-fashioned golden butter-bits. © 15Jan60; KK148866.

Order blank for raising money with Mrs. Leland's old-fashioned rich milk chocolate. © 19Feb60; KK149318.

Paris in the spring; old-fashioned golden butter-bits. Canister design. Net wt. one lb. NM: picture. © 31Dec59; KK149312.

Sailboats; old-fashioned golden butter-bits. Canister design. Net wt. one lb. NM: picture. © 31Dec59; KK149311.

Yours free, a big, thick quarter-pound bar of Mrs. Leland's old-fashioned rich milk chocolate. © 29Jan60; KK148870.

Yours free if you mail this card now; a full pound of Mrs. Leland's famous old-fashioned golden butter-bits. © 1Jan60; KK148867.

Yours free to introduce you to a delicious candy treat; old-fashioned golden butter-bits. © 1Jan60; KK148869.

MITCHELL FARMS. ©

Plate-Mating assures every kernel a chance to work; crib filler hybrid corn. (In Prairie farmer, Feb. 6, 1960, p.32) Appl. author: Fred R. Olmstead. © 6Feb60 (in notice: 1959); KK149909.

MOEWS CORN BELT CO., INC.

From planting through harvest. SEE Moews Seed Co.

MOEWS SEED CO.

From planting through harvest, the big M gives you more; improved corn belt varieties. Appl. author: Dancer-Fitzgerald-Sample, Inc. © Moews Seed Co. & Moews Corn Belt Co., Inc.; 16Jul59; KK149852.

MOJONNIER BROS. CO. ©

It's here, the new bulk cooler at a new low price; Compact 300. (Bulletin 382-22) Appl. author: Roy Zeff & Associates, Inc. © 22Feb60; KK150743.

MONARCH MUSIC CO., INC. ©

The adventures of Alvin in 1960. Let's all sing with the Chipmunks. Appl. author: Ross Bagdasarian. © 25Jan60; KK151171.

David Seville and the Chipmunks, Alvin's orchestra. Liberty 55233. Appl. author: Ross Bagdasarian. © 25Jan60; KK151170.

Sing a goofy song; and, Coming 'round the mountain. David Seville and the Chipmunks. No. 55246. Appl. author: Ross Bagdasarian. © 18Apr60; KK151775.

Sing again with the Chipmunks. David Seville and the Chipmunks. LST 7159; LRP 3159. Appl. author: Ross Bagdasarian. © 28Apr60; KK150921.

MONITE WATERPROOF GLUE CO. ©

Cellulose urea resin adhesive powder. 10 lbs. (4.536 KGS) net. © 29Apr60; KK150869.

We have it, Certus ready liquid glue; Monite from Lake Nemi to outer space. © 24May60; KK151826.

MONSANTO CHEMICAL CO. ©

Whitening discovery in All; yellowed whites wash white again gently without bleaching. (In The Reader's digest, July 1957, p.30) © 25Jun57; KK148856.

MOODY, EUGENE.

Pizza-Pup. © Eugene Moody & Rose Moody; 4Apr60; KK150169.

MOODY, ROSE.

Pizza-Pup. SEE Moody, Eugene.

MOORE (BENJAMIN) & CO. ©

A little Moore paint makes a big difference, even if one of mother's recruits isn't giving painting her full attention. (In Better homes and gardens, Apr. 1960, p.199) Appl. author: Monroe F. Dreher, Inc. © 17Mar60; KK150468.

MOORES (H. C.) CO. ©

How to use Pream in your favorite recipes. (In Practical home economics, Apr. 1960, p.36) Appl. author: Benton & Bowles, Inc. © 21Mar60; KK151110.

Pream or cream? Chocolate fudge frosting. (In Life, Jan. 26, 1959, p.3) Appl. author: Benton & Bowles, Inc. © 21Jan59; KK150109.

Pream or cream? Once it's in the coffee, most folks can't tell. Macaroni and cheese. (In The Saturday evening post, Feb. 21, 1959, p.97) Appl. author: Benton & Bowles, Inc. © 17Feb59; KK151598.

MOORY, JOSEPH. SEE Moory's School of Cake Decorating, Port Arthur, Tex.

MOORY'S SCHOOL OF CAKE DECORATING, PORT ARTHUR, TEX.

Instant all purpose icing. Ten top recipes. © Joseph Moory d.b.a. Moory's School of Cake Decorating; 27Apr60; KK151876.

MORIARTY (L. O.) LUMBER CO., INC. ©

Are you farming today in yesterday's buildings? (In Prairie farmer, Dec. 5, 1959, p.36) © Moriarty, accepted alternative designation of L. O. Moriarty Lumber Co.; 5Dec59; KK148089.

Mid-winter savings; 1960 Econ-O-Line buildings. (In Prairie farmer, Feb. 6, 1960, p.79) © Moriarty, accepted alternative designation of L. O. Moriarty Lumber Co., Inc.; 6Feb60; KK149177.

Those tools rusting outside? Barn cleaning still a problem? Modernize with pillar-beam. (In Prairie farmer, Nov. 21, 1959, p.50) © Moriarty, accepted alternative designation of L. O. Moriarty Lumber Co., Inc.; 21Nov59; KK148090.

What solves today's problems, yet has flexibility for those future problems; pillar-beam buildings. (In Prairie farmer, Jan. 16, 1960, p.49) © Moriarty, accepted alternative designation of L. O. Moriarty Lumber Co., Inc.; 16Jan60; KK148992.

MORN'N-GLO CO. ©

Morn'n-Glo Citrus Treet. Contents 12 fl. ozs. Appl. author: Stewart F. Smith. © 4Jan60; KK148369.

MORRELL (JOHN) & CO. ©

Delicious, all meat Morrell Pride frankos with the 10¢ coupon. (In Los Angeles examiner, June 16, 1960, section 3, p.10) Appl. author: John W. Shaw Advertising, Inc. © 16Jun60; KK152210.

Get the marvelous new Morrell Bacon Boy free; Pride. (In Los Angeles times, Jan. 28, 1960, pt.1, p.20) Appl. author: John W. Shaw Advertising, Inc. © 28Jan60; KK152211.

- Here's why no other pork sausage can even compare with Morrell; Pride. (In The Evening bulletin, Philadelphia, Feb. 3, 1960, section 1, p.16) Appl. author: John W. Shaw Advertising, Inc. © 3Feb60; KK152201.
- Less shrink, more meat, don't bake, just heat; it's E-Z cut ham from Morrell. (In Chicago daily tribune, Dec. 18, 1959, pt.4, p.5) Appl. author: John W. Shaw Advertising, Inc. © 18Dec59; KK148780.
- Morrell; you and all of Chicagoland will be hearing more and more about the big name in meat. Pride bacon & 5 other brands. (In Chicago daily tribune, Feb. 2, 1960, pt.3, p.16) Appl. author: John W. Shaw Advertising, Inc. © 2Feb60; KK152204.
- New, hot dogs shaped like a hamburger; Pride patty-franks. (In Rockford register-republic, May 11, 1960, p.10C) Appl. author: John W. Shaw Advertising, Inc. © 11May60; KK152214.
- Now at your store, Morrell Pride bacon in the exclusive new E-Z tray pak. (In Rockford register-republic, May 25, 1960, p.1B) Appl. author: John W. Shaw Advertising, Inc. © 25May60; KK152207.
- Thank you, ladies, for the way you've taken to our bacon; Pride. (In Independent-Journal, San Rafael, Calif., Dec. 9, 1959, section 2, p.44) Appl. author: John W. Shaw Advertising, Inc. © 9Dec59; KK148781.
- Try the bacon with the 10¢ coupon; Pride. Sliced fresh daily in Southern California. (In Los Angeles examiner, Mar. 31, 1960, section 3, p.16) Appl. author: John W. Shaw Advertising, Inc. © 31Mar60; KK152205.
- Use this coupon now, save 15¢ on all-meat Morrell Pride franks; save 45¢ more. (In Los Angeles examiner, May 12, 1960, section 3, p.13) Appl. author: John W. Shaw Advertising, Inc. © 12May60; KK152212.
- What a robust, meaty bacon; what wonderful wood-smoked flavor. Extra lean ... in the new E-Z tray pak; Pride. (In The San Diego union, May 26, 1960, p.46A) Appl. author: John W. Shaw Advertising, Inc. © 26May60; KK152208.
- What a robust, meaty bacon; what wonderful wood-smoked flavor. Pride. (In Evening tribune, San Diego, Calif., Jan. 13, 1960, section a, p.34) Appl. author: John W. Shaw Advertising, Inc. © 13Jan60; KK148779.
- MORRELL (JOHN) & CO. BLUFF CREEK CANNING CO. SEE Bluff Creek Canning Co.
- MORRELL (JOHN) & CO. BOB OSTROW CO. SEE Ostrow (Bob) Co.
- MORRELL (JOHN) & CO. RED HEART DIVISION. © Cats just love new, homogenized Red Heart. (In Corpus Christi times, Feb. 18, 1960, p.16-D) Appl. author: John W. Shaw Advertising, Inc. © 18Feb60; KK152202.
- 3 times more fresh beef protein; and now you can save 10¢ on Red Heart. Dog food. (In Los Angeles examiner, Mar. 10, 1960, section 3, p.8) Appl. author: John W. Shaw Advertising, Inc. © 10Mar60; KK152203.
- 3 times more fresh beef protein; free identification locket for your dog for 3 Red Heart labels. (In Everywoman's family circle, May 1960, p.100) Appl. author: John W. Shaw Advertising, Inc. © 30Apr60; KK152206.
- 3 times more fresh beef protein; Red Heart dog food. (In Ladies' home journal, Jan. 1960, p.8) Appl. author: John W. Shaw Advertising, Inc. © 29Dec59 (in notice: 1960); KK150988.
- 3 times more fresh beef protein; save 2¢ on Red Heart. Dog food. (In New Haven evening register, Apr. 26, 1960, section 1, p.16) Appl. author: John W. Shaw Advertising, Inc. © 26Apr60; KK152200.
- 3 times more fresh beef protein; three times more ... in one can of Red Heart than any dry dog food, most canned dog foods. (In Everywoman's family circle, July 1960, p.58) Appl. author: John W. Shaw Advertising, Inc. © 30Jun60; KK152209.
- MORRIS, JOEL C. © Deodorizer. © 23Dec59; KK148432.
- MORRIS (PHILIP) INC. © Arm yourself with the facts, you pay more, you get more with Benson & Hedges. Cigarette. (In New York post, Apr. 5, 1960, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 5Apr60; KK150660.
- Down deep I knew that refreshing taste was not enough; now I get both in one cigarette, Alpine. (In The New York times magazine, Mar. 6, 1960, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 6Mar60; KK150235.
- How not to be a walking advertisement; Benson & Hedges cigarette-case box. (In Chicago tribune, Mar. 23, 1960, p.12-F) Appl. author: Doyle Dane Bernbach, Inc. © 23Mar60; KK150664.
- How to make a better cigarette. Alpine. (In The New York times, June 12, 1960, magazine section, p.26) Appl. author: Doyle Dane Bernbach, Inc. © 12Jun60; KK152101.
- How to make a better cigarette. (In The New Yorker, Jan. 16, 1960, p.87) Appl. author: Doyle Dane Bernbach, Inc. © 14Jan60; KK149235.
- I had the same choice everybody else had. Alpine cigarettes. (In The New York times magazine, Mar. 20, 1960, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 20Mar60; KK150470.
- I looked and looked; but that meant smoking two different brands until Alpine came along, now I get both in one cigarette. (In Pictorial living (The San Francisco examiner) Feb. 21, 1960, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 21Feb60; KK150233.
- Not a shipload of claims, but a fact, you pay more, you get more with Benson & Hedges. Cigarette. (In The New York times, Mar. 12, 1960, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 12Mar60; KK150469.
- This is Joe Viewer in front of his television set. Alpine filter cigarettes. (In The Atlanta journal and constitution magazine, Apr. 17, 1960, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 17Apr60; KK151332.
- This is the fussy moocher. Alpine filter cigarettes. (In This week magazine (New York herald tribune) May 8, 1960, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 8May60; KK151333.
- This is the new Benson & Hedges box, designed to reflect the quality of the cigarettes inside. (In Chicago daily tribune, Mar. 15, 1960, p.10-F) Appl. author: Doyle Dane Bernbach, Inc. © 15Mar60; KK152051.
- What is the lure of a Benson & Hedges? Cigarettes. (In Metropolitan Opera program, 1959-1960) Appl. author: Doyle Dane Bernbach, Inc. © 3Mar60; KK150475.
- You will like the good taste here too; Benson & Hedges. Cigarettes. (In Chicago daily tribune, Mar. 11, 1960, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 11Mar60; KK150046.
- Your next Benson & Hedges will come out of this handsome new packet; cigarettes. (In Chicago daily tribune, May 3, 1960, pt.2, p.11F) Appl. author: Doyle Dane Bernbach, Inc. © 3May60; KK151732.
- Your own survey proves you pay more, you get more with Benson & Hedges; cigarette. (In The New York times, Jan. 30, 1960, p.22) Appl. author: Doyle Dane Bernbach, Inc. © 30Jan60; KK149957.
- MOSSTYPE MATERIALS, INC. © Press time is precious, save it with a Mosstype Moulder-Proofen, rubber plate set-up and proofing machine. Series M-5; series M-7. © 1Mar60; KK149333.
- MOTLOID CO., INC. © The K system of mixing dental cements. Appl. author: Alexander B. Pickands. © 10Feb59; KK150188.
- MUENCH-KREUZER CANDLE CO., INC. © Citronella candles, by Emkay. No.977. 6 inch. Appl. author: Rumrill Co., Utica Division. © 8Apr60; KK151823.
- New from Emkay, citronella candles. No.927. 6 inch. Appl. author: Rumrill Co., Utica Division. © 8Apr60; KK151821.
- Sweet-smelling symbol of good luck; bayberry candles, by Emkay. No.980. Appl. author: Rumrill Co., Utica Division. © 8Apr60; KK151822.
- MULKEY (SAM) CO. © The new, Mulkey car unloader. Model CUL-196. © 8Jan60; KK152195.
- The new, Mulkey Util-A-Veyor. © 18Jul58; KK152196.
- Utility belt conveyor. © 16Jun60; KK152194.
- MUNN, MARY HESTER. © Footlocker inspection kit; InspecTrite toilet article holder. © 25Jan60; KK148996.
- MURRAY, JACK K. Why, what, who. SEE Jacobs, Richard O.
- MURRAY CONTACT LENS CORP. © A new world at your fingertips. © 23Mar60; KK150567.
- MUSCULAR REPELLEN. © Liniment; a family medicated liniment. 3 fl. ounces. Appl. author: Herschel B. McCarty. © 20Nov59; KK149146.
- Muscular Repellen liniment repels aches, pain and soreness. 3 fl. ounces. Appl. author: Herschel B. McCarty. © 20Nov59; KK148038.
- MUSICARD CO. Children learn music fast with Musicards. 60 music flash cards. NM: additions. © Billy Burden d.b.a. Musicard Co.; 5Nov59; KK148431.
- MYZON LABORATORIES. © Amazing scientific formula helps stop laying slumps; poultry ouilder. Appl. author: Arthur Meyerhoff Associates, Inc. © 11Jan60; KK148712.
- Far more than just another iron; super iron plus. Anemia in baby pigs. (In Drovers journal, Mar. 22, 1960, p.6) Appl. author: Henri, Hurst & McDonald, Inc. © 22Mar60; KK152049.

N

NCMA. SEE National Concrete Masonry Assn.

NIPSCO. SEE Northern Indiana Public Service Co.

N.P.P.C. SEE National Plastic Products Co.

NRC EQUIPMENT CORP. ©

Bell jar vacuum coater, model 3144.
© 8Feb60; KK148909.

Vacuum coaters. (Bulletin C-3)
© 3Mar60; KK149856.

Vacuum coaters. Model 3142; 3143.
© 8Feb60; KK148907.

Vacuum coaters, model 3124.
© 8Feb60; KK148908.

NAREMCO SERVICES, INC. ©

Creative thinking+ experience = improvement. Paperwork operations.
© 21Apr60; KK150708.

NATIONAL ALUMINUM PRODUCTS CO. ©

It's so easy to do it yourself and save with NAPCO adjustable aluminum railings and columns. © 12Mar60; KK149599.

NATIONAL ASSN. OF CEMETERIES. ©

Advantages of mausoleum entombment.
© 24Dec58; KK150193.

At one time, the advantages of mausoleum entombment were available only to royalty. © 24Dec58; KK150190.

Complete endowed or permanent care is not restricted to certain areas nor limited to the simpler tasks around a cemetery. © 21Jan57; KK150189.

From time immemorial, above ground entombment has been preferred by the famed and the wealthy.
© 24Dec58; KK150191.

Love and devotion. Taj Mahal.
NM: revision. © 24Dec58;
KK150194.

The tomb of Christ. © 24Dec58;
KK150192.

NATIONAL CONCRETE MASONRY ASSN. ©

Bright basements begin in the wonderful new world of block. Appl. author: John Walker. © 24Apr60; KK151392.

Concrete masonry pictorial, v.15, no.4. Special issue: hotels, motels, apartments. © 15Dec59; KK151394.

Concrete masonry pictorial, v.16, no.1. Elegance makes the hearth glow fonder. © 15Apr60; KK151393.

Consider the value of the hidden guardian. Appl. author: John Walker. © 1Feb60; KK151391.

NATIONAL EXCHANGE CLUB. ©

Cups, the ultimate in traditional trophies. Appl. author: Herold M. Harter, secretary. © 3May60; KK151579.

Distinctive walnut base trophies. Appl. author: Herold M. Harter, secretary. © 3May60; KK151877.

A handsome trophy at modest cost available with appropriate figures for any presentation. Appl. author: Herold M. Harter, secretary. © 3May60; KK151785.

NATIONAL FEDERATION OF COFFEE GROWERS OF COLOMBIA. ©

From the 308 trees of Juan Valdez come only 2 sacks of coffee, but what coffee. (In The New York times, Feb. 4, 1960, p.25) Appl. author: Doyle Dane Bernbach, Inc. © 4Feb60; KK149652.

How to pick a pound of Colombian coffee off this page. (In The New York times, Mar. 4, 1960, p.26C) Appl. author: Doyle Dane Bernbach, Inc. © 4Mar60; KK150238.

Juan Valdez, coffee planter, proudly shows the entire yield of one tree. (In The New York times, Jan. 21, 1960, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 21Jan60; KK149237.

Juan Valdez, key figure in million dollar campaign for Colombian coffee. (In Coffee & tea industries & the flavor field, Jan. 1960, p.2 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1Jan60; KK149232.

One tree for coffee, one for shade. (In The New York times, Feb. 18, 1960, p.28) Appl. author: Doyle Dane Bernbach, Inc. © 18Feb60; KK149653.

We don't know who's more stubborn, Juan Valdez or his mule. (In The New York times, Jan. 5, 1960, p.64) Appl. author: Doyle Dane Bernbach, Inc. © 5Jan60; KK149239.

NATIONAL METAL PRODUCTS CO. ©

Stop; for added student protection, 21 States rely on Campeco school bus stop signals. © 19Jan60; KK148242.

NATIONAL PLASTIC PRODUCTS CO. ©

Nevamar do-it-yourself plans. Trend-setter coffee table & other projects. © 15Mar60; KK149671.

NATIONAL PRESTO INDUSTRIES, INC. ©

Automatic electric cooking with wash-under-water cleaning ease; Presto submersible electric coffeemaker. (In House beautiful, Dec. 1959, p.97) Appl. author: Russel M. Seeds Co., Inc. © 27Nov59; KK148042.

NATIONAL SUPPLY CO. ©

Spang Extreme Line tubing. (Bulletin no.514) NM: additions & revision. © 14Mar60; KK151341.

NATIONAL VAN LINES, INC. ©

Why all these famous companies use National Van Lines for moving. (In Fortune, Jan. 1960, p.59) Appl. author: Maxon, Inc. © 8Jan60; KK148967.

NATUREX PRODUCTS, INC. ©

Amazing news for dog owners; now, a free 30-day supply of veterinarian approved food supplement for dogs. (Key 70-L) (In Chicago's American pictorial living, Feb. 7, 1960, p.16) © 7Feb60; KK150911.

Free, 30-day supply of vitamins for the dog you love. (Key 92-M) (In Chicago's American pictorial living, Feb. 7, 1960, p.16) © 7Feb60; KK150910.

NEEDHAM MANUFACTURING CO., INC. ©

The importance of ground beef, by Carl F. Spang. © 9May60; KK151044.

NEIMAN-MARCUS. ©

And, please, Santa make it Lutetia mink. (In The Dallas morning news, Dec. 1, 1959, pt.4, p.1) © 1Dec59; KK149392.

Announcing an end-of-season N-M fur sale, 1/2 price. (In The Dallas morning news, Apr. 4, 1960, pt.4, p.1) © 4Apr60; KK151792.

Beautiful little blonde; dyed beaver. (In The Dallas morning news, Dec. 5, 1959, pt.4, p.20) © 5Dec59; KK149395.

The big present might be this little mink. (In The Dallas morning news, Dec. 6, 1959, pt.7, p.10) © 6Dec59; KK149394.

Brazilian otter, the international fashion fur. South American fortnight. (In The Dallas morning news, Oct. 22, 1959, pt.4, p.20) © 22Oct59; KK149381.

The Christmas she'll always remember, 1959, the year of her full length mink. (In The Houston post, Dec. 17, 1959, pt.6, p.8) © 17Dec59; KK151798.

The cirrus cape. (In The Dallas morning news, Nov. 10, 1959, pt.4, p.3) © 10Nov59; KK149386.

The czarina's fur, sable. (In The Dallas morning news, Oct. 2, 1959, pt.4, p.2) © 2Oct59; KK149379.

Don't just arrive, make an entrance in ermine. (In The Dallas morning news, Nov. 23, 1959, pt.4) © 23Nov59; KK149387.

Don't just arrive, make an entrance in ermine. (In The Houston post, Dec. 16, 1959, pt.3, p.19) © 16Dec59; KK151796.

Exposition furs, open season on opulence; fashion horizon 59/60. (In The Dallas morning news, Sept. 17, 1959, pt.4, p.8) © 17Sep59; KK149377.

Extravaganza in fur: the full-length coat. (In The Dallas morning news, Dec. 16, 1959, pt.4, p.2) © 16Dec59; KK149397.

Extravaganza in fur: the full-length coat. (In The Houston post, Nov. 8, 1959, pt.8, p.6) © 8Nov59; KK151797.

The fabled fur: Russian crown sable. (In The Dallas morning news, Feb. 23, 1960, pt.4, p.1) © 23Feb60; KK151802.

Fashion horizon 59/60; the exposition furs, pure opulence. (In The Dallas morning news, Sept. 14, 1959, pt.4, p.14) © 14Sep59; KK149376.

Fur, lined with more fur. (In The Dallas morning news, Aug. 26, 1959, pt.4, p.16) © 26Aug59; KK149374.

The glamorous late-day fur; bleached white fox. (In The Dallas morning news, Nov. 13, 1959, pt.4, p.2) © 13Nov59; KK149389.

The great Christmas furs go to this new length. (In The Dallas morning news, Dec. 3, 1959, pt.4, p.1) © 3Dec59; KK149393.

Guess how much these Christmas furs cost. (In The Dallas morning news, Nov. 25, 1959, pt.4) © 25Nov59; KK149391.

Have you ever seen a Christmas mink? (In The Dallas morning news, Nov. 4, 1959, pt.4, p.1) © 4Nov59; KK149385.

If he brings you a straight stole, your Santa knows mink fashion. (In The Dallas morning news, Dec. 22, 1959, pt.4, p.12) © 22Dec59; KK149398.

Knee-deep in mink. (In The Dallas morning news, Sept. 28, 1959, pt.4, p.14) © 28Sep59; KK149378.

A little bit of the moon, N-M Christmas mink. (In The Dallas morning news, Nov. 22, 1959, section 7, p.8) © 22Nov59; KK149388.

N-M, natural habitat of the opulent furs. (In The Dallas morning news, Sept. 10, 1959, pt.4, p.3) © 10Sep59; KK149375.

N-M's annual fur sale starts tomorrow. (In The Dallas morning news, Jan. 3, 1960, pt.4, p.3) © 3Jan60; KK149400.

N-M's pouf cape. (In The Dallas morning news, Feb. 15, 1960, pt.4, p.1) © 15Feb60; KK151801.

N-M's safari for spotted furs. (In The Dallas morning news, Aug. 18, 1959, pt.4, p.1) © 18Aug59; KK149373.

Neiman Marcus wraps everything up so beautifully; royal pastel mink. (In The Dallas morning news, Apr. 12, 1960, pt.4, p.3) © 12Apr60; KK151793.

1,000,000? Mink stole. (In The Dallas morning news, Nov. 18, 1959, section 4, p.1) © 18Nov59; KK149390.

- Otter a la carte. (In The Houston post, Sept. 15, 1959, pt.3, p.12) © 15Sep59; KK151795.
- The rebozo stole. South American fort-night. (In The Dallas morning news, Oct. 28, 1959, pt.4, p.1) © 28Oct59; KK149382.
- Royal Russian sable; this is the legendary luxury that turns a woman into a beauty. (In The Dallas morning news, Dec. 10, 1959, pt.4, p.1) © 10Dec59; KK149399.
- Shorter than long, longer than short. Fur. (In The Dallas morning news, Aug. 7, 1959, section 4, p.1) © 7Aug59; KK149372.
- Special purchase of hard-to-find fur jackets. (In The Dallas morning news, Jan. 26, 1960, pt.4) © 26Jan60; KK149401.
- Sugar plums are in season right now; sable. (In The Dallas morning news, Nov. 2, 1959, pt.4, p.3) © 2Nov59; KK149384.
- Take a mink jacket on the N-M tour of South America. (In The Dallas morning news, Oct. 27, 1959, pt.4) © 27Oct59; KK149383.
- This is how a fur reputation is built. (In The Dallas morning news, Dec. 18, 1959, pt.4, p.14) © 18Dec59; KK149396.
- This is the most exciting fur season within our memory. (In The Houston post, Aug. 23, 1959, pt.8, p.1) © 23Aug59; KK151800.
- This is why N-M's mink-under-a-thousand collection is so famous. (In The Dallas morning news, Mar. 2, 1960, pt.4, p.1) © 2Mar60; KK151803.
- This strategy, fur separates. (In The Dallas morning news, Oct. 7, 1959, pt.4, p.14) © 7Oct59; KK149380.
- Three mink colors, three styles and one great price; 850.00. (In The Dallas morning news, Apr. 1, 1960, pt.4, p.18) © 1Apr60; KK151794.
- What looks new in N-M's royal pastel mink collection? (In The Houston post, Aug. 12, 1959, pt.3, p.12) © 12Aug59; KK151799.
- Who makes mink news? (In The Dallas morning news, Mar. 16, 1960, pt.4, p.1) © 16Mar60; KK151791.
- NEK CO. ©
Say Good Earth potting soil, please. 3 quart. Appl. authors: Edward N. Kunde & Neal F. Kunde. © 8Jun60; KK152085.
- Say Good Earth starting soil, please. 3 quart. Appl. authors: Edward N. Kunde & Neal F. Kunde. © 8Jun60; KK152086.
- NESTLE CO., INC. ©
Who says coffee that lets you sleep has to taste tired? Discover full-vigor Decaf. (In Journal of lifetime living, Jan. 1959) Appl. author: Dancer-Fitzgerald-Sample, Inc. © 15Dec58 (in notice: 1959); KK151092.
- NEW HEATING TECHNIQUES. SEE Fitzgerald, W.
- NEW HOLLAND MACHINE DIVISION. ©
New Holland merchandising backs you to the limit; first in grassland farming. (In The Eastern dealer, Nov. 1959, cover) Appl. author: J. Walter Thompson Co. © 15Nov59; KK150159.
- Now, cyclon-action brings science to spreading; model 222 spreader. (In Hoard's dairyman, Oct. 25, 1959, p.1031) Appl. author: J. Walter Thompson Co. © 25Oct59; KK150158.
- NEW JERSEY. APPLE INDUSTRY COUNCIL.
Crisp 'n' juicy from the first to the last bite; New Jersey apples. © New Jersey Dept. of Agriculture, New Jersey Apple Industry Council; 15Oct59; KK150818.
- NEW JERSEY. DEPT. OF AGRICULTURE. APPLE INDUSTRY COUNCIL. SEE New Jersey. Apple Industry Council.
- NEW YORK AIR BRAKE CO. KINNEY VACUUM DIVISION. ©
Kinney high vacuum in electronics. March 15, 1960. (Electronics bulletin 4450) Appl. author: Kingsley E. Humbert. © 24Mar60; KK150006.
- Kinney methods of high vacuum vapor coating control. February 15, 1960. (Engineering bulletin 4100.8) Appl. author: Kingsley E. Humbert. © 24Mar60; KK150007.
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- NEW YORK LIFE INSURANCE CO. ©
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Reduce your pilferage losses; convex Pilfer mirror. © 26Apr60; KK150655.
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The GOP personality hat, designed exclusively for lovely Republican bell ringers. © 30Mar60; KK151363.



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ORC. SEE Olson Rug Co.

OAK RIDGE ATOM INDUSTRIES SALES CORP.

Marigold; spray. Atomic-energized, these seeds are the basis of your experiment. © Oak Ridge Atom Industries Sales Corp. (in notice: Oak Ridge Atom Industries, Inc.); 18Apr60; KK152055.

O'BRIEN, CHESTER H. SEE Agrafoam.

O'BRIEN, EDWARD A., JR. ©

Profile 16. Plan for making compelling motion pictures for specific audiences. © 3May60; KK151165.

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Now, at last, Ocoma's new frozen diet dinners. (In Chain store age, Aug. 1957, p.90) © 1Aug57; KK148217.

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Once more we've knocked prices into a cocked hat throughout the store.

(In Newark news, Feb. 21, 1960, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 21Feb60; KK149650.

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Tomorrow step into a thrilling new shop ... the decorator gift shop at Ohrbach's. (In The New York times, Nov. 29, 1959, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 29Nov59; KK148139.

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Antique furniture polish. Contents: 8 liquid oz. © Olde Street Lamp Shop, Richard K. Hankenson & Ethel K. Hankenson, sole owners; 10Oct59; KK148290.

Antique wood & metal finish. Contents: 8 liquid oz. © Olde Street Lamp Shop, Richard K. Hankenson & Ethel K. Hankenson, sole owners; 10Oct59; KK148289.

OLSON RUG CO. ©

America's popular luxury broadloom, Olson factory to you. (In Lutheran, Feb. 1960) Appl. author: Arthur W. Prussing. © 10Feb60; KK150148.

Broadloom; Olson factory to you. (In Extension, Jan. 1960, p.52) Appl. author: Arthur W. Prussing. © 4Jan60; KK150141.

Isn't our Olson broadloom wonderful, we saved about 1/2 direct from factory. (In McCall's needlework & crafts, spring-summer 1960) Appl. author: A. W. Prussing. © 12Jan60; KK150150.

Like millions of Olson customers, you, too, can save up to 1/2 and get better broadloom rugs or wall-to-wall carpeting. People on rug. Appl. author: Arthur W. Prussing. © 12Jan60; KK150146.

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Now, beautify your home with luxury broadloom rugs on wall-to-wall carpeting. Post-card insert. (With Workbasket, Feb. 1960) Appl. author: Arthur W. Prussing. © 12Jan60; KK150147.

Save; factory to you. (In The American home, Jan. 1960, p.68) Appl. author: Arthur W. Prussing. © 11Dec59; KK150140.

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OMAK, INC. ©

Apache television picture tube. Appl. author: W. A. Lambert. © 18Mar60; KK151041.

OMEGA RECORDS, INC. ©

Grecian moods, with the modern Greek beat of the Jay-Antonio Orchestra. Produced by Peter Gianoukos. OM-1260. © 26May60; KK151425.

ONEIDA, LTD. ©

Here is your world expressed in fine silver; Community, the finest silverplate. Ballad & 3 other patterns. [Buffet supper scene] (In Seventeen, Oct. 1959, p.60) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 10Oct59; KK149199.

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Glitter your own Christmas stocking; Linck 3D glitter pen. Appl. author: Richard Oresman. © 4Mar60; KK150516.
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A dramatic new approach to the toughest pest control jobs. © 15Feb60; KK149353.
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With visible humidity indicator; Vis-O-Dry arid pax. Appl. author: Isidor M. Jacobs. © 16Feb60; KK149067.
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- PMCO. SEE Photo Mate Co.**
- PABLUM PRODUCTS DIVISION, MEAD JOHNSON & CO. SEE Mead Johnson & Co. Pablum Products Division.**
- PACIFIC COAST ENGINEERING CO. ©**
Paceco RR-T, single track, crane; conceived and designed for Southern Pacific Co. © 15Jan60 (in notice: 1959); KK149135.
- Paceco RR-T, 6 track, crane; conceived and designed for Southern Pacific Co. © 15Jan60 (in notice: 1959); KK149136.
- Paceco transtainer. © 1Apr60; KK151592.
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Cotton ironing board cover. No.P-611. © Herbert Glatt d.b.a. Pacific Products; 31Dec59; KK149255.
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- PACIFIC WIRE WORKS CO. ©**
Pacific Wire-Grams, by George G. Altnow. Dec. 1959. © 22Dec59; KK148561.
- Jan. 1960. © 14Jan60; KK148560.
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Seablue; Baldwin Pool Equipment Co. Letterhead. Appl. author: A. L. Eisenman. © 19Feb60; KK149099.
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Bookmates; holds the page. 3 book-marks. © Frank Samson d.b.a. Page-mark Co.; 11Mar60; KK150263.
- PALACE METAL PRODUCTS, INC. ©**
Famous Palace Imperial cabinets give you more storage in less kitchen space. © 8Sep59; KK150451.
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New Pandora divider, item no.150; now, in dramatic jet black ... Vue-Chests. (Form no.PC 1-3) Appl. author: E. V. Bogert. © 11Apr60; KK150739.
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PAPER NOVELTY MANUFACTURING CO. © Cotton tree skirt; Doubl Glo. 36" in diameter. © 1Dec59; KK148536.

Fireproof tinsel garland; Doubl Glo. © 1Dec59; KK148320.

Holiday garland; Doubl Glo. 30 feet. © 1Dec59; KK148319.

Holiday snow; Doubl Glo. Net wt. 5 oz. © 1Dec59; KK148321.

Honeycomb paper bells; Doubl Glo. 6. © 1Dec59; KK148316.

Icicles; Doubl Glo. © 1Dec59; KK148323.

New, lightweight icicles made with metalized miracle Reynolon; Doubl Glo. © 1Dec59; KK149075.

Ornament hangers; Doubl Glo. 125. © 1Dec59; KK148315.

Reflectors; Doubl Glo. 8. © 1Dec59; KK148317.

Tinsel garland; Doubl Glo. © 1Dec59; KK148322.

Tree top; Doubl Glo. © 1Dec59; KK148318.

Tree top; Doubl Glo. Santa. © 1Dec59; KK148324.

PARA-CHEM CORP. ©

Power Grip, for non-slip waterproof hand grip. Net wt. 1 oz. Appl. author: Robert S. Cohen. © 12Nov59; KK149562.

Why let a slip ruin your game? Spray hands with Power Grip for waterproof grip. Appl. author: Robert S. Cohen. © 12Nov59; KK149563.

PARAGON NEEDLECRAFT. ©

Exciting new needlework you'll love to embroider. 01141 [& other patterns] (In McCall's needlework & crafts magazine, spring-summer 1960, p.3 of cover) Appl. author: Alfred Rosenthal. © 25Jan60; KK149137.

PARAGON OIL BURNER CORP. ©

World's most modern oil burners and heating equipment. (Presentation portfolio) Appl. author: J. J. McCartney. © 20Mar60; KK150382.

PARAGON OIL CO., INC. ©

Eliminate spring changeovers with Paragon, none better, tailored lubrication for your fleet. Paragear Gemlube-4 & 3 other products. (In Motor truck news, Mar. 1960, p.4 of cover) Appl. author: John J. McCartney. © 17Mar60; KK151816.

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PARAMOUNT PAPER PRODUCTS CO.

Liquid, handle with care. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co. (in notice: Paramount, Omaha); 10Dec59; KK151447.

Rush. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co. (in notice: Paramount, Omaha); 10Dec59; KK151446.

Via air. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co. (in notice: Paramount, Omaha); 10Dec59; KK151445.

PARK & HAGNA, INC. ©

Old New Orleans Dilly Bean for salads, hors-d'oeuvres, cocktails. Net wt. 8 ozs. © 16Oct59; KK149953.

PARKE, DAVIS & CO. ©

Allergen by the teaspoonful. When remedies pose an allergic threat; Benadryl. © 10May60; KK152112.

Allergen by the yard. When clothing produces allergic distress; Benadryl. © 24May60; KK152127.

Allergen in the bud. When burgeoning greenery throws pollen to the wind; Benadryl. © 1Apr60; KK152111.

Allergen on high. When air-borne tree pollens attack; Benadryl. © 26Apr60; KK152110.

Allergen on rye; Benadryl. © 21Jan60; KK149733.

Allergen on the half shell; Benadryl. © 29Jan60; KK149752.

Allergen on the surface. When house cleaning stirs up an allergic storm; Benadryl. © 14Apr60; KK152108.

Allergen underfoot. When seasonal scourges lurk in the grass; Benadryl. © 2Jun60; KK152109.

Ambenyl expectorant; when there's a cough in the family. © 10Sep59; KK152129.

Animals; house pets for many, rhinitis for some. Benadryl. © 14Aug58 (in notice: 1959); KK149732.

Canary; cheery songs for most folks, teary eyes for some. Benadryl. © 10Nov59; KK149734.

Continuous sulfa protection, day and night, only one tablet a day; Midcel. © 9Oct59; KK152105.

Don't forget, Eldec begins at forty; help assure a healthy and active retirement. © 11Aug59; KK149735.

Don't forget, Eldec begins at forty; help assure health and vitality in later years. © 25Aug59; KK149738.

Each part performs an essential action; in cough control, too, each component contributes to the efficacy of Benylin expectorant. © 11May60; KK152119.

Each part serves an important purpose; in cough control, too, each component contributes to the efficacy of Benylin expectorant. © 22Apr60; KK152120.

Each performs an important function; in cough control, too, each component contributes to the efficacy of Benylin expectorant. © 14Mar60; KK152122.

Each plays an essential part; in cough control, too, each component contributes to the efficacy of Benylin expectorant. © 16Mar60; KK152121.

Effective against stubborn hospital staphylococci; Chloromycetin. © 8Apr60; KK152107.

Eldec begins at forty. A wise precaution now for good health later; Eldec Kapseals. © 26May60; KK152113.

Eldec begins at forty. Help prepare your over 40 patient for a healthy, active tomorrow; Eldec Kapseals. © 15Apr60; KK152116.

Eldec begins at forty. Prescribed during the middle years for active, healthy, retirement years; Eldec Kapseals. © 20May60; KK152114.

Eldec begins at forty. To help assure active later years; Eldec Kapseals. © 11Mar60; KK152118.

Eldec begins at forty. To help combat the aging process; Eldec Kapseals. © 17Mar60; KK152117.

Eldec begins at forty. To help control the aging processes; Eldec Kapseals. © 27Apr60; KK152115.

For every member of the family, relief of cough; Ambenyl expectorant. © 31Aug59; KK149718.

For the whole family, relief of cough; Ambenyl expectorant. © 27Aug58 (in notice: 1959); KK149715.

From Parke-Davis ... Humatin Kapseals, the fortunate combination of high antiamebic and antibacterial activity, and low oral toxicity makes paromomycin unique among the available drugs. © 31May60; KK152130.

Great moments in medicine; Galen. Many of your patients will be numbered among the millions who will be attracted by this advertisement. (In Journal of American Medical Assn., Oct. 31, 1959, p.60-61) Appl. author: Young & Rubicam, Inc. © 28Oct59; KK149145.

Great moments in medicine; Rhazes and Arabic medicine. (In Life, Jan. 25, 1960, p.72) Appl. author: Young & Rubicam, Inc. © 21Jan60; KK149937.

Great moments in medicine; Rhazes and Arabic medicine. (In Reader's digest, Mar. 1960, p.248) Appl. author: Young & Rubicam, Inc. © 21Feb60; KK151344.

Great moments in medicine; Susruta. The contributions of medicine's greatest men provide some of the most colorful episodes in the history of mankind. (In Journal of AMA, June 27, 1959, p.20-21) © 24Jun59; KK149144.

Great moments in medicine. Trephining in ancient Peru. (In Journal of American Medical Assn., Apr. 25, 1959, p.20-21) Appl. author: Young & Rubicam, Inc. © 22Apr59; KK148016.

Hay fever? My doctor prescribes Benadryl. For prompt comprehensive relief of hay fever distress. [Baseball scene] © 31Jul59; KK149717.

Hay fever? My doctor prescribes Benadryl. [Subway scene] © 28Jul59; KK149716.

Hay fever? My doctor prescribes Benadryl. [Supermarket scene] © 20Aug59; KK149748.

Hay fever? Never out of season Benadryl. [Contractors holding blueprints] © 26Aug59; KK149750.

Hay fever need not interfere; Benadryl. [Golf scene] © 19Oct59; KK149731.

Hay fever need not interfere; never out of season Benadryl. [Man standing beside girl sitting on railing] © 15Oct59; KK149749.

His cough almost stopped the show, then his physician prescribed Benylin expectorant. © 20Oct59; KK149762.

Holiday dinners; gastronomic delight for most folks, food allergens for some. Benadryl. © 17Nov59; KK149729.

House dust; cleaning problem for most folks, allergens for some. Benadryl. © 28Sep59; KK149759.

In abdominal surgery, Chlorostrep helps eradicate gastrointestinal pathogens. © 19Nov59; KK149746.

In all age groups, in every locality, effective therapeutic benefits over a wide range of enteric infections with Chlorostrep. © 11Nov59; KK149743.

In bacillary dysentery, Chlorostrep to hit the invading organisms hard and promptly. © 16Nov59; KK149744.

In colon and rectal surgery, Chlorostrep provides combined antibiotic action against postoperative infection. © 27Nov59; KK149751.

In enteric infections, colon and rectal surgery, Chlorostrep, a more certain and rapid therapeutic response. © 23Nov59; KK149747.

In epilepsy, prerequisite for a college education: therapy. Dilantin; Phelantin; Milontin; Celontin. © 24Aug59; KK149724.

In epilepsy, prerequisite for a good family adjustment: therapy. Dilantin; Phelantin; Milontin; Celontin. © 15Oct59; KK149726.

In epilepsy, prerequisite for a professional career: therapy. Dilantin; Phelantin; Milontin; Celontin. © 7Jul59; KK149721.

In epilepsy, prerequisite for an active life: therapy. Dilantin; Phelantin; Milontin; Celontin. © 27Nov59; KK149727.

In epilepsy, prerequisite for participation: therapy. Dilantin; Phelantin; Milontin; Celontin. © 5Oct59; KK149725.

In epilepsy, prerequisite for productive work: therapy. Dilantin; Phelantin; Milontin; Celontin. © 3Sep59; KK149723.

In epilepsy, prerequisite for reduction of seizures: therapy. Dilantin; Phelantin; Milontin; Celontin. © 10Nov59; KK149728.

In epilepsy, prerequisite for self-support: therapy. Dilantin; Phelantin; Milontin; Celontin. © 23Jul59; KK149722.

In shigella and salmonella enteritis, Chlorostrep enhances antibiotic effect. © 17Nov59; KK149745.

Midicel for modern sulfa therapy; only one tablet every 24 hours. © 11Sep59; KK149730.

One bridge player has epilepsy. Dilantin; Phelantin; Milontin; Celontin. © 13May60; KK152123.

One businessman has epilepsy. Dilantin; Phelantin; Milontin; Celontin. © 4May60; KK152124.

One child has epilepsy. Dilantin; Phelantin; Milontin; Celontin. © 25Apr60; KK152125.

One salesclerk has epilepsy. Dilantin; Phelantin; Milontin; Celontin. © 14Apr60; KK152126.

One student has epilepsy. Dilantin; Phelantin; Milontin; Celontin. © 24Feb60; KK149757.

Outstandingly effective against problem pathogens; Chloromycetin. © 28Mar60; KK152106.

Paint; decorating aid for most folks, dermatitis for some. Benadryl. © 10Oct59; KK149760.

Pet allergen. When man's best friend is also his allergen; Benadryl. © 24May60; KK152128.

The prospect for epileptics: an improved home life. Dilantin; Phelantin; Milontin; Celontin. © 12Feb60; KK149756.

The prospect for epileptics: higher education and fulfillment. Dilantin; Phelantin; Milontin; Celontin. © 3Feb60; KK149755.

The prospect for epileptics: normal activity and usefulness. Dilantin; Phelantin; Milontin; Celontin. © 26Jan60; KK149754.

Remember, Eldec begins at forty; helps assure health benefits later. © 21Aug59; KK149737.

Remember, Eldec begins at forty; helps assure prime of life vigor after 40. © 18Aug59; KK149736.

Shrimp; zestful eating for most folks, allergic distress for some. Benadryl. © 5Nov59; KK149763.

Through the centuries, medicine has measured its most significant advances in terms of human benefits; great moments in medicine. (In Missouri medicine, July 1959, p.799) Appl. author: Young & Rubicam, Inc. © 1Jul59; KK149143.

To help combat the aging processes, Eldec Kapseals begins at forty. © 2Feb60; KK149753.

To help control progressive disorders of the aging, Eldec Kapseals. © 28Jan60; KK149758.

When bleeding belies the calendar, Norlutin, potent oral progestational agent arrests functional uterine bleeding. © 10Jul59; KK149720.

Whichever member of the family is coughing; Ambenyl expectorant. © 5Sep59; KK149719.

Yesterday, he coughed more than he figured, then his physician prescribed Benylin expectorant. © 15Dec59; KK149742.

Yesterday, he coughed till the cows came home, then his physician prescribed Benylin expectorant. © 12Nov59; KK149739.

Yesterday, he coughed up a storm, then his physician prescribed Benylin expectorant. © 18Nov59; KK149740.

Yesterday, her cough almost had her grounded, then her physician prescribed Benylin expectorant. © 19Oct59; KK149761.

Yesterday, his cough had him down, then his physician prescribed Benylin expectorant. © 9Dec59; KK149741.

PARKER BROS., INC. ©

African animal hunt game. © 18Dec59 (In notice: 1960); KK148403.

Boom or bust game. © 21Dec59; KK148406.

Game of fences, Kimbo. © 1Feb60; KK150523.

Game of sugar plums; for little folks. © 9Dec59; KK148426.

Pardon Me; animal card game. © 11Feb60; KK149226.

Singing numbers, a merry adding game. © 2Feb60; KK148906.

Star Reporter; news game. © 23Feb60; KK149589.

Teddy bear panda ABC game. © 9Dec59; KK148425.

Trade Winds; Caribbean Sea game. © 8Mar60; KK150107.

PARKER PEN CO. ©

Are you lost in the ballpoint jungle? T-Ball Jotter. (In The Retail Tobacconist, Apr. 15, 1960, p.7) Appl. author: Tatham-Laird, Inc. © 15Apr60; KK150934.

For somebody special, give the most special fountain pen, Parker 51. (In Honolulu star bulletin, Aug. 10, 1959, p.18) Appl. author: Tatham-Laird, Inc. © 10Aug59; KK150938.

Get Parker's famous T-Ball Jotter pen. (In American Armed Forces features, Apr. 1960, p.2) Appl. author: Tatham-Laird, Inc. © 1Apr60; KK150937.

He bought a 1-cent stamp for \$45,000 with his Parker pen; Parker 61. (In Chicago life (Chicago daily news) Apr. 30, 1960, p.20) Appl. author: Tatham-Laird, Inc. © 30Apr60; KK150933.

He bought Squaw Valley with his Parker pen; Parker 61. (In Chicago life (Chicago daily news) May 14, 1960, p.5) Appl. author: Tatham-Laird, Inc. © 14May60; KK151520.

He bought the Empire State Building with his Parker pen; Parker 61. (In Chicago life (Chicago daily news) Apr. 23, 1960, p.28) Appl. author: Tatham-Laird, Inc. © 23Apr60; KK150932.

How 'bout that little Janie of mine, she gave me a Parker 61. (In The Reader's digest, Nov. 1959, p.220-221) Appl. author: Tatham-Laird, Inc. © 1Nov59; KK151515.

How 'bout that little Janie of mine, she gave me a Parker 61. (In The Saturday evening post, Nov. 28, 1959, p.52-53) Appl. author: Tatham-Laird, Inc. © 28Nov59; KK149023.

New, Parker Pardners, pen and pencil set. Sell the new Parker Jotter gift line; Princess ballpoint, Minim Jotter ballpoint, V.I.P. Jotter ballpoint. (In Premium practice, July 1959, p.27-28) Appl. author: Tatham-Laird, Inc. © 1Jul59; KK149022.

New, Parker 61 jet flighter pen; give the safest pen in the air. (In Life, Apr. 4, 1960, p.82-83) Appl. author: Tatham-Laird, Inc. © 4Apr60; KK150931.

New, Parker 61 Jet Flighter pen; ink safety chamber tested at jet speeds. (In The New Yorker, May 14, 1960, p.25) Appl. author: Tatham-Laird, Inc. © 14May60; KK151519.

New, Parker 61 Jet Flighter pen; new safety chamber controls ink flow. (In Esquire, June 1960, p.65) Appl. author: Tatham-Laird, Inc. © 1Jun60; KK151522.

Parker franchised dealer plan; great idea. 61 capillary; Pardner set; V.I.P.; Princess. (In Modern stationer convention daily, Sept. 26-27, 1959, p.5) Appl. author: Tatham-Laird, Inc. © 26Sep59; KK149025.

Parker gifts speak volumes about your good taste. 61; 51; 21. (In The Overseas weekly, June 28, 1959, p.11) Appl. author: Tatham-Laird, Inc. © 28Jun59; KK149019.

Parker gifts speak volumes about your good taste. 61; 51; 21. (In The Overseas weekly, Mar. 27, 1960, p.8) Appl. author: Tatham-Laird, Inc. © 27Mar60; KK151517.

Parker, the greatest name in writing, sells in your high-profit price range. T-Ball Jotter pen; Writefine pencil. (In Chain store age, Jan. 1959, p.174) Appl. author: Tatham-Laird, Inc. © 1Jan59; KK149021.

The sales picture shows you which ballpoint means business; and gift Jotters bring jewelers extra business. T-Ball Jotter. (In National jeweler, May 1960, p.71) Appl. author: Tatham-Laird, Inc. © 1May60; KK151514.

The sales picture shows you which ballpoint means business; and look at this extra profit deal. T-Ball Jotter. (In McKesson profitunities, May 1960, p.68) Appl. author: Tatham-Laird, Inc. © 1May60; KK151518.

The sales picture shows you which ballpoint means business; and look at this new full profit deal. T-Ball Jotter. (In Chain store age, Apr. 1960, p.102) Appl. author: Tatham-Laird, Inc. © 1Apr60; KK150935.

The sales picture shows you which ballpoint means business; and look at your franchise protection. T-Ball Jotter. (In The National stationer, Apr. 1960, p.87) Appl. author: Tatham-Laird, Inc. © 1Apr60; KK150939.

That's it! I know! Hey! I've got it! Minim; Princess; V.I.P.; International. (In Esquire, Dec. 1959, p.111, 113, 115, 117) Appl. author: Tatham-Laird, Inc. © 1Dec59; KK148510.

They gave each other a Parker 61. (In The Reader's digest, Dec. 1959, p.190-191) Appl. author: Tatham-Laird, Inc. © 1Dec59; KK151516.

They gave each other a Parker 61 pen. (In The Saturday evening post, Dec. 5, 1959, p.50-51) Appl. author: Tatham-Laird, Inc. © 5Dec59; KK149024.

PARKER PEN CO.-Con.

They launched a fleet of jets with a Parker pen; Parker 61. (In Chicago life (Chicago daily news) May 21, 1960, p.24) Appl. author: Tatham-Laird, Inc. © 21May60; KK151521.

3 pens to help you write more business. Eversharp Lightning; Parker's prized custom Jotter; Parker T-Ball Jotter. (In Premium practice, Apr. 1960, p.131) Appl. author: Compton Advertising, Inc. © The Eversharp Pen Co., a division of Parker Pen Co. (in notice: Parker Pen Co.); 1Apr60; KK150566.

2 big brands, 2 big promotional values; Parker Pardners, pen and pencil set. Eversharp Reporter, the ball point. (In Premium practice, Mar. 1960, p.73) Appl. author: Tatham-Laird, Inc. © 1Mar60; KK150936.

Want months of skip-proof writing? T-Ball Jotter. (In The Overseas weekly, July 19, 1959, p.6) Appl. author: Tatham-Laird, Inc. © 19Jul59; KK149020.

PARKER PEN CO. EVERSHARP PEN CO. DIVISION. SEE Eversharp Pen Co.

PARKS (HENRY FRANCIS) LABORATORY. © Moisture gage; model 102. Appl. author: Henry Francis Parks. © 29May60; KK151812.

PARKS (ROBERT M.) CO., INC.

Quik-shave, up to 88% more cutting power; Terado Quik-shave for the electric shave of your life. © Parks Products, accepted alternative designation of Robert M. Parks Co., Inc. (in notice: Parks Products); 29Dec59; KK149571.

PARKS PRODUCTS. SEE Parks (Robert M.) Co., Inc.

PARSONS AMMONIA CO., INC. ©

How molecules scrub for you with Parsons' Sudsy. (In The Washington post, Jan. 20, 1960, p.D10) © 20Jan60; KK151204.

Sponge Parsons' Sudsy on, sponge dirt off. (In The Washington post, Jan. 27, 1960, p.D10) © 27Jan60; KK151203.

PATENT SCAFFOLDING CO., INC. ©

PS Co's 20K heavy duty shoring frames. (Bulletin PSS-51) © 1Jun60; KK151507.

PATTERN WORKSHOP, INC. ©

Nameplate kit; fun for children, perfect for gifts. (In The Richfield news, Nov. 5, 1959, sports section, p.1) © 5Nov59; KK148842.

PAULA MOTTO CO.

We admit it, they're all hopeless buttons. Appl. author: Ann Holmquist. © Paula, accepted alternative designation of Paula Motto Co., Charles W. McCullough, sole owner; 8Aug59; KK147996.

PEARCE-UIBLE CO. ©

Harbor View; move in tomorrow with Pearce-Uible's amazing new rent-'n buy plan. (In Florida times union, Jacksonville, Nov. 22, 1959, p.78) Appl. author: Harry Radcliffe. © 22Nov59; KK148379.

Now Pearce-Uible offers you their amazing new rent-'n-buy plan; Normandy Village. (In The Florida times-union, Nov. 22, 1959, p.80) Appl. author: Harry Radcliffe Advertising. © 22Nov59; KK149140.

PENDLETON WOOLEN MILLS. ©

This is a genuine Pendleton. Washing instructions. © 10May60; KK151556.

PEPPERIDGE FARM, INC. ©

Banana nut loaf; keep frozen. Net weight 13 oz. © 11Apr60; KK150941.

Brown & serve golden twist enriched rolls. 6. © 15Feb60; KK150940.

Brown & serve 12 party enriched rolls. Net wt. 8 ozs. © 30Dec59; KK148093.

Date nut loaf; keep frozen. Net weight 1 lb. © 11Apr60; KK151047.

French coffee cake. Net weight 14 oz. © 11Apr60; KK151604.

Hermite cookies. One dozen. © 1Feb60; KK149003.

Hovis ... golden sandwich thin sliced bread. Net weight 1 lb. © 30Dec59; KK148092.

6 patty shells. Net wt. 10 oz. © 11Feb60; KK149344.

Thin sliced, whole wheat bread. Net weight 1 lb. © 8Dec59; KK148428.

24 apple turnovers. Net wt. 4 lbs. 8 oz. © 14Dec59; KK148191.

Wafers; lemon flavored filling. Net wt. 6 oz. © 8Dec59; KK148133.

Warm and serve butter twist enriched dinner rolls. Net weight not less than 5 oz. © 31Dec59; KK148211.

Whole wheat bread; white enriched bread. Net wt. 1 lb. © 9May60; KK151048.

PERKINS DIVISION, GENERAL FOODS CORP. SEE General Foods Corp. Perkins Division.

PERMACEL DIVISION, JOHNSON & JOHNSON. SEE Johnson & Johnson. Permacel Division.

PERMUTIT WATER CONDITIONING, INC. ©

Can't I please have Permutit soft water for my bath and laundry? © 4Feb60; KK148760.

Now enjoy automatic soft water by Permutit with the softener hands need never touch. © 4Feb60; KK148761.

PET MILK CO. ©

The creamiest frosting in the world; bonbon frosting. Evaporated milk. (In What's new in home economics, Feb. 1960, p.12) Appl. author: Elaine Pautler. © 1Feb60; KK149096.

Cut 60% off your milk bill; Pet instant. (In Journal of the American Dietetic Association, May 1960, p.527) Appl. author: Elaine Pautler. © 25Apr60; KK151211.

Double rich Pet in the smooth, cheesy sauce makes macaroni and cheese supreme. Evaporated milk. (In The American weekly, Feb. 7, 1960, p.11) Appl. author: Josephine Walsh. © 7Feb60; KK149094.

For large appetites and small budgets, top-stove beans and meat balls. Evaporated milk. (In Co-ed, Mar. 1960, p.37) Appl. author: Elaine Pautler. © 1Mar60; KK149484.

14 good-and-easies. Recipes featuring Pet evaporated milk. (In What's new in home economics, Mar. 1960, p.7) Appl. author: Elaine Pautler. © 1Mar60; KK149475.

Free, enlargement of your favorite snapshot ... for just one 12-qt. Pet instant nonfat dry milk shield. (In Redbook, Mar. 1960, p.77) Appl. author: Elaine Pautler. © 1Mar60; KK149476.

Jars and tubes can't do the big job, deep-down beauty starts with Pet instant nourishment; nonfat dry milk. (In What's new in home economics, Apr. 1960, p.20) Appl. author: Elaine Pautler. © 1Apr60; KK150864.

Now, from the makers of America's best-selling frozen fruit pies, Pet-Ritz cream pies. (In Progressive grocer, Apr. 1960, p.96-97) Appl. author: Elaine Pautler. © 1Apr60; KK150863.

One wonderful dish makes the meal; evaporated milk. Recipe nos.1-14. (In The Ladies' home journal, Mar. 1960, p.113-120) Appl. author: Josephine Walsh. © 24Feb60; KK149713.

One wonderful dish makes the meal; there's nothing plain-Jane about macaroni and cheese supreme. Evaporated milk. (In The Ladies' home journal, Mar. 1960) Appl. author: Josephine Walsh. © 24Feb60; KK149714.

Packed with protein, rich with flavor, that's Pet macaroni and cheese supreme. Evaporated milk. (In Parents' magazine, Mar. 1960, p.83) Appl. author: Elaine Pautler. © 25Feb60; KK149473.

Strawberry ice cream, velvet-smooth, made with whipped Pet milk. Evaporated milk. (In What's new in home economics, Apr. 1960, p.3 of cover) Appl. author: Elaine Pautler. © 1Apr60; KK150865.

Want a dreamy dessert? Try Pet's homemade strawberry ice cream. Evaporated milk. (In Co-ed, Apr. 1960, p.41) Appl. author: Elaine Pautler. © 20Mar60; KK150923.

What are little boys made of? Instant nonfat dry milk. (In Woman's day, June 1960, p.16) Appl. author: Josephine Walsh. © 20May60; KK151404.

When eating for two becomes a weighty problem; instant nonfat dry milk. (In American journal of obstetrics & gynecology, Mar. 1960, p.131) Appl. author: Elaine Pautler. © 1Mar60; KK149613.

When little meals are big problems; instant nonfat dry milk. (In The Journal of pediatrics, May 1960, p.99) Appl. author: Elaine Pautler. © 25Apr60; KK151212.

The world's biggest recipe promotion, corn-crisped chicken, pre-sold 277 million times. Evaporated milk. (In Chain store age, Feb. 1960, p.194-195) Appl. author: Shirley Vierheller. © 1Feb60; KK149294.

Your best cake is twice as inviting with Pet's rich smooth-as-cream bonbon frosting. Evaporated milk. (In Co-ed, Feb. 1960, p.53) Appl. author: Elaine Pautler. © 19Jan60; KK149098.

PETERS & RUSSELL, INC. ©

Mooring Magic. Par Cleats & other products. © 13Nov59; KK150241.

Mooring Magic bumpers; Par Air boat fenders. Pure white or amazing new Hi-Glo fluorescent fire orange. © 17Jun59; KK150010.

Now, four wonderful lines of boating necessities. Mooring Magic boat bumpers; pumps; ParCleats; Skipper Hitch. (In Yachting, Jan. 1960, p.34) © 28Dec59; KK152183.

PETERSON, WAYNE. ©

Code of appointment ethics; don't be a Latenik. © 5Feb60 (in notice: 1959); KK149639.

PFEIFFER CO. ©

Kolephrin capsules, the therapeutic medication for colds, sinus congestion, hay fever. No.24. Contents 16 capsules. © 3Jun60; KK151636.

PHARMA-CRAFT CORP. ©

For colds or flu; Coldene tablets. (In Look Feb. 3, 1959, p.4) Appl. author: J. Walter Thompson Co. © 20Jan59; KK151614.

- PHARMACY CLUB, INC. ©**
The Pharmacy Club plan guarantees to save you money on your doctor's prescriptions. © 1Mar60; KK149324.
- PHILADELPHIA SEED CO., INC. ©**
Old English lawn handbook; lawn seed. 8th rev. ed. Appl. author: George H. Beans. © 12Apr60; KK150482.
- PHOTO MATE CO. ©**
New, modern, easy way for mounting photos; use crystal clear Photo Mates. 100. Appl. author: Harry Marion Konshok. © 17Aug59; KK148040.
- PIEL BROS. ©**
Be it known to all present that ... has been appointed a head tester extraordinary; promote the Piel head test. Appl. author: Young & Rubicam, Inc. © 1Nov59; KK149935.
The biggest beer sales news of the year, more Piel's beer was sold during 1959 than in any previous year. Appl. author: Young & Rubicam, Inc. © 31Dec59; KK151009.
Everyone points to Piel's. Light beer. Coin. Display no.2037. Appl. author: Young & Rubicam, Inc. © 1Jun59; KK148831.
For a cool head, buy Piel's; beer. Fire box display; bottle with opener. Appl. author: Young & Rubicam, Inc. © 14Mar60; KK151773.
For a cool head, buy Piel's. Fire box display; beer glass. Appl. author: Young & Rubicam, Inc. © 14Mar60; KK151774.
For fun, try this Piel head tester. Beer. 10 cards. (Display no.2051) Appl. author: Young & Rubicam, Inc. © 26Oct59; KK151358.
Fresh-poured flavor all the way down. (Try for fresh-poured flavor) Plastic board. Display no.33. Appl. author: Young & Rubicam, Inc. © 15Oct59; KK149607.
Here's a useful gift for you from Bert & Harry Piel; chammy cloth. (Display no.2054) Appl. author: Young & Rubicam, Inc. © 20Jan60; KK149939.
Light beer. 5 returnable 16 oz. bottles. (Shopping bag display, no.2061.) Appl. author: Young & Rubicam, Inc. © 14Apr60; KK151951.
Piel's light beer. Stay-on-bottle cap. Appl. author: Young & Rubicam, Inc. © 20Jan60; KK149936.
Start the new year right, drink Piel's light beer tonight. Truck poster. (Display no.2055) Appl. author: Young & Rubicam, Inc. © 1Nov59; KK149941.
Take home 2 quarts of Piel's in the new cold carton. Appl. author: Young & Rubicam, Inc. © 28Mar60; KK151013.
Try Piel's light beer for fresh poured flavor all the way down. (Acti-Vue display no.37) Appl. author: Young & Rubicam, Inc. © 1Nov59; KK149310.
2 quart cold carton; light beer. (Display no.2056) Appl. author: Young & Rubicam, Inc. © 29Mar60; KK151012.
We're running ahead, let's stay ahead with our headline story. Route book card. (Display no.2053) Appl. author: Young & Rubicam, Inc. © 1Oct59; KK149934.
When it comes to producing a promotional idea that sells; beer. (Display no.2058) Appl. author: Young & Rubicam, Inc. © 14Mar60; KK150992.
You always get a head with Piel's. Display coin no.2044. Appl. author: Young & Rubicam, Inc. © 1Jun59; KK149083.
- PILLSBURY CO. ©**
Butterflake dinner rolls; Best XXXX. Net weight 8 ounces. © 13Jul59; KK149907.
Buttermilk biscuits; Best XXXX. 10. Net wt. 8 oz. Appl. states prev. reg. KK143056. NM: revision. © 6Apr60; KK150624.
Chocolate chip; Best XXXX. Slice 'n bake cookies. Net wt. 16 ozs. © 20Aug59; KK150131.
Deluxe double Dutch devil's food cake mix; Best XXXX. 1 lb. 3 1/2 oz. net wt. © 15Feb60; KK149908.
Oatmeal cookies; Best XXXX. Slice 'n bake. Net wt. 15 3/4 oz. © 21Mar60; KK150130.
Pan rolls with sesame seeds; Best XXXX. 12. Net wt. 8 oz. © 18Apr60; KK150625.
- PITTSBURGH PLATE GLASS CO. ©**
Design of the month.
Jan. 1960. © 4Jan60; KK148151.
Feb. 1960. © 29Jan60; KK148659.
Mar. 1960. © 11Feb60; KK149012.
Apr. 1960. © 21Mar60; KK149835.
May 1960. © 6May60; KK150955.
June 1960. © 2Jun60; KK152025.
- PLAS-TEX CORP.**
All-purpose caddy, item PT 708. Wastebaskets [& 12 other items] Appl. author: Zepha Bogert. © Plas-Tex Corp., a division of Cal-Dak; 29Mar60; KK150295.
Luxury styled bread box, item PT-710. Wastebaskets [& 12 other items] Appl. author: Zepha Bogert. © Plas-Tex Corp., a division of Cal-Dak; 29Mar60; KK150296.
Step-on can; item PT-725. Appl. author: Zepha Bogert. © Plas-Tex Corp., a division of Cal-Dak; 29Mar60; KK150294.
Versatile, space-saving wall bin; item PT-707. Appl. author: Zepha Bogert. © Plas-Tex Corp., a division of Cal-Dak; 29Mar60; KK150297.
- PLATT & MUNK CO., INC. ©**
Century dolls to cut out and dress. No.243:0200. 8 dolls complete with authentic wardrobes of the Civil War years. Appl. author: David B. Dreiman. © 15Apr60; KK150908.
Children of many lands. 3450:0100. 8 colorful story books. © 10May60; KK151813.
Colonial dolls to cut out and dress. No.242:0200. 8 dolls complete with authentic wardrobes of the Colonial Period in American history. Appl. author: David B. Dreiman. © 15Apr60; KK150907.
- POINT-OF-SALE ADVERTISING CO. ©**
Order Cre-Mel root beer. © 1Dec59; KK148429.
- POND (A. H.) CO., INC. ©**
Choosing your diamond rings; Keepsake. Appl. author: Flack Advertising Agency, Inc. NM: revision & additions. © 1Feb60; KK148998.
Choosing your wedding rings; Keepsake wedding sets. Appl. author: Flack Advertising Agency, Inc. NM: additions & revision. © 29Mar60; KK150455.
- PREFERRED BUSINESS SERVICE CORP. ©**
PBS 1960 vacation schedule. © 1May60; KK151444.
- PREIS (H. P.) ENGRAVING MACHINE CO. ©**
Panto two-dimensional engraving machine and attachments. (2D-4 bulletin) Appl. author: Martin H. Preis. © 25May60; KK151402.
- PREMIER DISTRIBUTING CORP. ©**
Premere. [Eiffel Tower & French chef] © 19Dec58; KK148858.
Premium. Tomato, chef & Eiffel Tower design. © 8Nov59; KK148859.
Supreme. Fruit & chef design. © 8Nov59; KK148860.
- PRESCON CORP. ©**
Prescon. Appl. author: Karl H. Midden-dorf. © 13Aug59; KK150157.
- PRESTHOLDT, H. L. ©**
Magic formula Certus ready liquid glue. 8 fl. oz. net. © 3Mar60; KK149666.
- PRESTIGE PLATES, INC. ©**
Personalize with made-to-order Prestige plates. Appl. author: Harry G. Stanley. © 20Jul59; KK149408.
Personalize with Prestige plates. Appl. author: Harry G. Stanley. © 11Dec59; KK149469.
Personalize your car, boat, trailer with made to order Prestige plates. Appl. author: Harry G. Stanley. © 20Jul59; KK149470.
- PRES-TO-LOGS DISTRIBUTORS OF CALIFORNIA, INC. ©**
The original instant fire handi-pak with ignitor Pres-to-logs. Min. net wt. 30 lbs. Appl. author: Joseph Sampietro. © 19May60; KK151539.
- PROCTER & GAMBLE CO. ©**
Dale Robertson ... says, stake your claim to all the cash on the coach in Ivory's \$100,000 Wells Fargo give-away. Entry instructions. Soap. (In Good housekeeping, Feb. 1960, p.18-19) © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 20Jan60; KK149465.
Dale Robertson ... says, stake your claim to all the cash on the coach in Ivory's \$100,000 Wells Fargo give-away. Entry instructions. Soap. (In Syracuse post-standard pictorial, Jan. 24, 1960, p.10-11) © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 24Jan60; KK149466.
Dale Robertson ... says, stake your claim to all the cash on the coach in Ivory's \$100,000 Wells Fargo give-away. Soap. (In The Waco times-herald, Jan. 14, 1960, p.B9) © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 14Jan60; KK149464.
For the first time in your life, feel really clean; only Zest gives you both. Deodorant beauty bar. Canada. (In Kitchener-Waterloo record, Jan. 14, 1960, p.14) Appl. author: Benton & Bowles, Inc. © 14Jan60; KK148769.
For the first time in your life, feel really clean; only Zest gives you both. Deodorant beauty bar. Canada. (In The Kitchener-Waterloo record, Dec. 17, 1959, p.8) Appl. author: Benton & Bowles, Inc. © 17Dec59; KK148642.
For the first time in your life feel really clean; Zest. Glorious new cleaning action; amazing new deodorant action. Canada. (In Kitchener-Waterloo record, Mar. 10, 1960, p.10) Appl. author: Benton & Bowles, Inc. © 10Mar60; KK151109.
From this very moment, fresh new beauty begins with Zest; deodorant beauty bar. Tussy Beauty Touch compact offer. (In Good housekeeping, Feb. 1959, p.9) Appl. author: Benton & Bowles, Inc. © 20Jan59; KK150216.

PROCTER & GAMBLE CO.-Con.

Have you discovered the delicious difference between Jif and peanut butter? (In Better homes & gardens, Feb. 1960, p.19) Appl. author: Leo Burnett Co., Inc. © 19Jan60; KK149456.

Look, Mom, no cavities. Mrs. Hitch-kiss: Ben's teeth are in fine condition. Crest toothpaste. (In Good housekeeping, Feb. 1959, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 20Jan59; KK150002.

New detergent in a tablet; Salvo guarantees today's cleanest washes. Shirt, & hand dropping tablet into washer. (In The San Diego union, Apr. 24, 1960, comic section, p.6) Appl. author: Leo Burnett Co., Inc. © 24Apr60; KK151326.

New detergent in a tablet; Salvo guarantees today's cleanest washes. Shirt, dress, towel, & hand dropping tablet into washer. (In The San Diego union, Apr. 3, 1960, comic section, p.12) Appl. author: Leo Burnett Co., Inc. © 3Apr60; KK151325.

New detergent in a tablet; Salvo. Shirt & tie. (In The San Diego union, Feb. 7, 1960, comic section, p.6) Appl. author: Leo Burnett Co., Inc. © 7Feb60; KK149414.

New detergent in a tablet; Salvo. Woman holding towel. (In The San Diego union, Feb. 21, 1960, comic section, p.6) Appl. author: Leo Burnett Co., Inc. © 21Feb60; KK149415.

Puffs, Procter & Gamble's new creation in facial tissues. 200 single sheets; 100 two-ply tissues; size 9 3/4" x 8 1/4". © Procter & Gamble, accepted alternative designation for Procter & Gamble Co.; 24Sep59; KK149244.

Today; grocery store: Cheer, Zest, Cascade. Ask about special savings. (In New York post, May 12, 1960, p.34) Appl. author: Benton & Bowles, Inc. © 12May60; KK151895.

Very new from Procter & Gamble; ice-blue Secret, new deodorant keeps underarms cool, calm, dry. (In The Houston chronicle magazine, Feb. 7, 1960, p.3) © 7Feb60; KK150251.

What do you use to fry chicken? Golden Fluffo. (In Good housekeeping, Mar. 1960, p.117) Appl. author: Benton & Bowles, Inc. © 18Feb60; KK151107.

What do you use to make pie crust? Yellow spread? White shortening? Golden Fluffo. (In American home, Mar. 1960, p.56) Appl. author: Benton & Bowles, Inc. © 18Feb60; KK151108.

Whitey Lava lands a big one; or, Dirty Hands gets caught again. Hand soap. (In The Youngstown vindicator, Feb. 7, 1960, comic section, p.2) © 7Feb60; KK150252.

PROSPERITY CO.

All new for 1960; Power-Ramic line. (In American laundry digest, Mar. 15, 1960, p.42-43) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Mar60; KK150187.

All new for 1960; Power-Ramic line. Laundry and dry cleaning presses & 2 other machines. (In American drycleaner, Apr. 1960, p.58-59) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Apr60; KK151581.

Cleans and extracts all fabrics; Power-Ramic 55, 55-lb. synthetic cleaning unit. Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 23May60; KK151743.

Complete versatility of finishing with new 3 in 1 all-purpose buck; Power-Ramic prd model, dry cleaners presses. Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 23May60; KK151845.

For speed, simple maintenance, operating comfort & dependability; Power-Ramic prl model laundry presses. Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 23May60; KK151744.

The largest single company in the industry. Laundry equipment. (In American laundry digest, Dec. 15, 1959, p.26-27) Appl. author: W. C. Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Dec59; KK148130.

New liberal lease plan for all Prosperity equipment. (In American drycleaner, Feb. 1960, p.111) Appl. author: Hartman Advertising Co. © Prosperity Co., division of Ward Industries Corp.; 9Feb60; KK150334.

New Power-Ramic laundry and dry cleaning equipment. Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 23May60; KK151749.

New, Power-Ramic line offers better styling, production, investment; new lease plan. (In American drycleaner, May 1960, p.32-33) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15May60; KK151967.

The only full 40-lb. cap. unit specially made for all fabrics; Power-Ramic 40, 40-lb. synthetic cleaning unit. Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 23May60; KK151745.

Why spend your money? All-equipment lease plan. (In The National cleaner, June 1960, p.4 of cover) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 1Jun60; KK151752.

You need protection from loss of customers. 11-C two-bath cleaning unit. (In American drycleaner, Jan. 1960, p.41) Appl. author: W. C. Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Jan60; KK148763.

PROTT, ROBERT.

Monday mornings are bright since we switched to Mercury. SEE Kiekaefer Corp.

PUGH, WILLIAM M. ©

The glasshopper. [Small boat] © 30Oct59; KK148424.

PURE OIL CO. ©

Why Pure keeps its Christmas trees up all year round. (In The Saturday evening post, Dec. 26, 1959, p.2) © 26Dec59; KK148098.

PUREX CORP., LTD. ©

Alice listens to the Mock Turtle; SweetHeart soap. (Through the looking glass in 1960, adventure no.2) (In Seventeen, Apr. 1960, p.161) © 1Apr60; KK151818.

Big change in bleach, the woman's touch; Fleecy White. (In Chicago daily news, Apr. 28, 1960, food section, p.40) Appl. author: Foote, Cone & Belding. © 28Apr60; KK151290.

Bo-Peep ammonia does the work of 9 bottles of costly wall cleaner. (In Peoria journal star, Apr. 21, 1960, p.C-3) Appl. author: Foote, Cone & Belding. © 21Apr60; KK151627.

Bo-Peep ammonia does the work of 7 different special cleaners. (In The Roanoke world-news, Apr. 21, 1960, p.32) Appl. author: Foote, Cone & Belding. © 21Apr60; KK151628.

Bo-Peep ammonia does the work of 10 bottles of costly window cleaner. (In The Houston chronicle, Apr. 21, 1960, section 2, p.10) Appl. author: Foote, Cone & Belding. © 21Apr60; KK151036.

Dawn of a new day in bleaching; Beads-o'-Bleach. Germany. (In The Overseas family, Feb. 5, 1960, p.8) Appl. author: Foote, Cone & Belding. © 2Feb60; KK151416.

Here's the contest you voted one of the year's top promotions; SweetHeart's dream-come-true contest. Soap. (In Supermarket news, Feb. 8, 1960, p.21-24) © 8Feb60; KK149590.

Here's the contest you voted one of the year's top promotions; SweetHeart's dream-come-true contest. Soap. (In Supermarket news, Mar. 14, 1960, p.35-38) NM: additions. © 14Mar60; KK149615.

June is the month to push Purex products because Purex steps up advertising with 3 hour-long nighttime TV specials to help you pile up profits. Dutch cleanser & other brands. (In Supermarket news, May 30, 1960, p.9) © 30May60; KK151696.

A little stain or two won't spoil my day; Fleecy White bleach. (In The Houston post, Nov. 10, 1959, section 2, p.2) Appl. author: Foote, Cone & Belding. © 10Nov59; KK150098.

My cottons and linens even smell white; Fleecy White bleach. (In The Houston post, Nov. 10, 1959, section 3, p.10) Appl. author: Foote, Cone & Belding. © 10Nov59; KK150097.

Now Fleecy White bleach brings you a safer, surer, grip. (In Peoria journal star, Nov. 11, 1959, p.B-7) Appl. author: Foote, Cone & Belding. © 11Nov59; KK150267.

Now Purex bleach brings you a safer, surer grip. Germany. (In The Overseas family, Feb. 19, 1960, p.17) Appl. author: Foote, Cone & Belding. © 16Feb60; KK151417.

Now Purex bleach brings you a safer, surer grip. (In Los Angeles evening herald express, Nov. 11, 1959, p.C-12) Appl. author: Foote, Cone & Belding. © 11Nov59; KK150099.

Now, wonderful Trend in luxurious plastic; liquid detergent. (In Good housekeeping, Feb. 1960, p.162) Appl. author: Foote, Cone & Belding. © 19Jan60; KK148676.

Purex presents Mark Twain's America. Dutch cleanser & 9 other products. (In Supermarket news, Apr. 18, 1960, p.7) © 18Apr60; KK150577.

Purex presents: Not so long ago. Dutch cleanser & other brands. (In Supermarket news, Feb. 15, 1960, p.13) © 15Feb60; KK149110.

Purex presents The American. Dutch cleanser & other brands. (In Supermarket news, Mar. 21, 1960, p.12) © 21Mar60; KK149826.

Purex sets off 7 sensational TV specials to send your sales soaring. (In Supermarket news, Jan. 4, 1960, p.20-21) © 4Jan60; KK148166.

SweetHeart. Regular size; white. 1/2 sale. © 14Apr60; KK151043.

SweetHeart's dream-come-true contest. Soap. (In Life, Apr. 4, 1960, p.8-9) © 4Apr60; KK150391.

Through the looking glass in 1960. SweetHeart soap. (Adventure no.1) (In Seventeen, Mar. 1960, p.16-17) © 1Mar60; KK149825.

28,000,000 people will watch this exciting Purex show of the month, Call me back, starring Art Carney. Household products. (In Supermarket news, Jan. 11, 1960, p.7) © 11Jan60; KK148196.

What every woman should know about laundry bleaching, by Betty Geiger. Beads-0'-Bleach. (In Good house-keeping, June 1960, p.166) © 19May60; KK152070.

What every young mother should know about laundry bleaching; Beads-0'-Bleach. (In Parents' magazine, May 1960, p.85) © 20Apr60; KK150654.

Wonderful Trend, now so luxurious in plastic; liquid detergent. (In The Overseas family, Jan. 22, 1960, p.10) Appl. author: Foote, Cone & Belding. © 19Jan60; KK149288.

You can't buy any dishwashing product that cuts grease faster or leaves hands softer; Trend. (In Good house-keeping, May 1960, p.219) Appl. author: Foote, Cone & Belding. © 19Apr60; KK150807.

PURITRON CORP. ©

Switch on this electronic miracle, breathe purer, fresher air in minutes. (In Life, May 2, 1960, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 28Apr60; KK151331.

PURITY BISCUIT CO., division of UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

Q

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Ma Made Sunbeam enriched bread made with buttermilk. Oval design. Net weight 1 lb. © 7Mar60; KK150348.

Pan-O-Gold Sunbeam raisin bread. Oval design. Weight 1 lb. © 7Mar60; KK150344.

Sunbeam bread made with all butter shortening. Oval design. Net wt. 1 lb. © 7Mar60; KK150347.

Sunbeam cracked wheat bread. Oval design. Net weight 1 lb. © 7Mar60; KK150345.

Sunbeam Fry-n-Serv Hot treats, tempting hot donuts. © 20Apr60; KK151075.

Sunbeam Old Tyme enriched bread. Oval design. Net wt. 1 lb. © 7Mar60; KK150346.

Sunbeam white enriched bread. Oval design. Net weight 1 lb. or over. © 7Mar60; KK150343.

R

R-H. SEE Reasor-Hill Corp.

R. L. INC. SEE Roebic Laboratories, Inc.

RLM STANDARDS INSTITUTE. ©

The twin QQ's to industrial lighting success. Appl. author: Hanson & Stevens, Inc. © 21Apr60; KK151374.

R. M. C. SEE Republic Molding Corp.

R.M. CO. SEE Riverside Manufacturing Co.

R. P. I. SEE Rudhard Products, Inc.

RSI. SEE Ryder System, Inc.

RAIN MACHINE, INC. ©

Rain Machine, Inc. © 10Jan59; KK148453.

RAINBOW LAKES ESTATES, INC. ©

Enjoy Florida's vacation paradise every day of your life in this beautiful setting at Rainbow Lakes Estates. © 28Dec59; KK149487.

It's easy to take advantage of this special offer, save up to \$200 a homesite. © 23Nov59; KK147960.

Live and play in the beautiful sunshine of Florida. The Nightingale, model 2-3926 & 20 other homes. © 23May60; KK151423.

Reservation form. © 28Dec59; KK149477.

You are invited to send for more facts, maps, photos about a homesite at Rainbow Lakes Estates. © 15Feb60; KK149478.

RAINEY, R. L. ©

Maybe we don't have a Chinaman's chance. © 3Aug59; KK149296.

RALSTON PURINA CO. ©

If you like to watch your weight; Ry-Krisp, the light rye cracker that lets you eat things like butter and cheese but cuts your calories, too. (In The New Yorker, Jan. 24, 1959, p.79) © 19Jan59; KK150659.

RAMBUSCH DECORATING CO. ©

Morelites designed for accent lighting. ML-1. Appl. author: Edward V. A. Rambusch. © 15Mar60; KK150424.

RAMSEY. SEE Ramsey, Robert E.

RAMSEY, ROBERT E. ©

For the best home and superior construction, see a Tucker home today. Tuck the jester. (In The Arizona republic, Phoenix, Apr. 10, 1960, p.10) © 10Apr60; KK150550.

From the oldest village in America comes the Kachina; A-Ya, rattle Kachina. Continental air conditioning. (In Tempe daily news) © 16Apr60; KK150548.

From the oldest village in America comes the Kachina; bear Kachina. Continental air conditioning. (In Tempe daily news) © 16Apr60; KK150544.

From the oldest village in America comes the Kachina; corn Kachina. Continental air conditioning. (In Tempe daily news, Apr. 18, 1960, p.10) © 18Apr60; KK150545.

From the oldest village in America comes the Kachina; eagle Kachina. Continental air conditioning. (In Mesa tribune) © 16Apr60; KK150539.

From the oldest village in America comes the Kachina; hummingbird Kachina. Continental air conditioning. (In Tempe daily news) © 18Apr60; KK150543.

From the oldest village in America comes the Kachina; initiation Kachina. Continental air conditioning. (In Tempe daily news) © 18Apr60; KK150547.

From the oldest village in America comes the Kachina; Ko-Zo-Ous-Da, planter Kachina. Continental air conditioning. (In Mesa tribune) © 16Apr60; KK150540.

From the oldest village in America comes the Kachina; Nu-Vak'-Chi, snow Kachina. Continental air conditioning. (In Tempe daily news) © 16Apr60; KK150549.

From the oldest village in America comes the Kachina; pronghorn Kachina. Continental air conditioning. (In Tempe daily news) © 18Apr60; KK150538.

From the oldest village in America comes the Kachina; Se-Ka Ho-Dah. Continental air conditioning. (In Mesa tribune) © 16Apr60; KK150542.

From the oldest village in America comes the Kachina; Ta-La-Vi-E Kachina. Continental air conditioning. (In Mesa tribune) © 16Apr60; KK150541.

From the oldest village in America comes the Kachina; wolf Kachina. Continental air conditioning. (In Tempe daily news) © 15Apr60; KK150546.

RAMSEY CORP. ©

All customers want modern power and only Ramco has the right combination of modern power ring actions for any engine, old or new. (In Automotive news, Oct. 19, 1959, p.74-75) Appl. author: Hanson & Stevens, Inc. © 19Oct59; KK148212.

For top performance every time, only Ramco makes both types of modern retaining rings. (In Automotive industries, Sept. 15, 1959, p.110-111) Appl. author: Hanson & Stevens, Inc. © Ramsey Corp., a subsidiary of Thompson Ramo Wooldridge, Inc.; 15Sep59; KK148848.

Get modern power success in every groove; Ramco. Endorsed by Alvin Glace & 2 others. (In Southern automotive journal, Jan. 1960, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Jan60; KK149831.

Give the gentleman what he wants; yes, that includes piston rings with delivery insurance, too. (In Automotive industries, Oct. 15, 1959, p.107) Appl. author: Hanson & Stevens, Inc. © Ramsey Corp., a subsidiary of Thompson Ramo Wooldridge, Inc.; 15Oct59; KK148846.

Give the gentleman what he wants; yes, that means piston ring precision, too. (In Automotive industries, Aug. 15, 1959) Appl. author: Hanson & Stevens, Inc. © Ramsey Corp., a subsidiary of Thompson Ramo Wooldridge, Inc.; 15Aug59; KK148847.

Here's why Ramco means oil groove success. (In Southern automotive journal, Mar. 1960, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Mar60; KK149833.

Here's why Ramco means second groove success; combination compression and oil ring. (In Southern automotive journal, Apr. 1960, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Apr60; KK150732.

Here's why Ramco means top groove success. (In Southern automotive journal, Feb. 1960, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Feb60; KK149832.

Here's why the Ramco combination means modern power success. Compression ring; C-9 oil ring. (In Motor, Feb. 1960, p.42-43) Appl. author: Hanson & Stevens, Inc. © 15Feb60; KK151379.

Modern mechanics are men who know; here's what they say about Ramco installation success; C-9. Oil rings. Endorsed by C. C. Nunn & 2 others. (In Southern automotive journal, May 1960, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6May60; KK151373.

Modern mechanics are men who know; here's what they say about Ramco top groove success. Endorsed by James D. Kimble & Bernard E. McLeod, Jr. (In Motor, Mar. 1960, p.78-79) Appl. author: Hanson & Stevens, Inc. © 15Mar60; KK151378.

Only Ramco makes both types of modern retaining rings. Spirollox; Circolox. Eye appeal. (In Automotive industries, June 1, 1959, p.88-89) Appl. author: Hanson & Stevens, Inc. © Ramsey Corp., a subsidiary of Thompson Ramo Wooldridge, Inc.; 1Jun59; KK148849.

Only Ramco makes both types of modern retaining rings. Spirollox; Circolox. (In Automotive industries, May 1, 1959, p.88-89) Appl. author: Hanson & Stevens, Inc. © Ramsey Corp., a subsidiary of Thompson Ramo Wooldridge, Inc.; 1May59; KK148850.

RAMSEY CORP.-Con.

This a compression ring? Ramco chrome rail compression ring. (In Jobber topics, Mar. 1960, p.121-126) Appl. author: Hanson & Stevens, Inc. © 15Mar60; KK151376.

3 reasons why Ramco means modern power success. Compression ring; C-9 oil ring. (In Jobber topics, Feb. 1960, p.361-366) Appl. author: Hanson & Stevens, Inc. © 15Feb60; KK151375.

RAMSEY CORP. SEE Thompson Products. Ramco Division.

RAPP-RAMSEY CO. ©

Dex, stain remover. Net contents-6 oz. Appl. author: Carl Strobe. © 11Feb60; KK151587.

Improved Perflex, multi-purpose cleaner; floors, walls, woodwork. Net weight 14 oz. Appl. author: Charles R. B. Little. © 8Sep58; KK151811.

Shina Dish. (Liquid Shina Dish) 12 fluid ounces. Appl. author: Guild, Bascom & Bonfigli Advertising Agency. © 4Jan60; KK151809.

Super Stay Soft laundry softener. Net weight 28 oz. Appl. author: Charles R. B. Little. © 16Jan60; KK151585.

Tyro, concentrated cleaner; for hygienically clean dairy equipment and dairy rooms. Net wt. 33 oz. Appl. author: Charles R. B. Little. © 10Nov58; KK151810.

RAYCRAFT PRINT. CO. ©

Congratulations; all of us here at the bank wish to ... express our sincerest congratulations. © 30Apr60; KK150817.

We appreciate. Preferred account credit identification card. © 16May60; KK151608.

Welcome; you are invited to use our complete banking service. © 30Apr60; KK150816.

REALEMON-PURITAN CO. ©

Forecast, heat wave followed by thirst, followed by ReaLemon lemonade. (In The Reader's digest, July 1957, p.17) © 21Jun57; KK148508.

REARDON CO. ©

Advertising department memo. I shoulda Bondexed my brother-in-law. Cement paint. (In American paint & wall-paper dealer, Mar. 1960, p.98-99) Appl. author: D'Arcy Advertising Co. © 15Feb60; KK149265.

Foundation garment, indeed; let the popular Reardon family of P-P-P, paint-patch-protection, natch, products work for you. Bondex cement paint. (In American paint and wallpaper dealer, Apr. 1960, p.60-61) Appl. author: D'Arcy Advertising Co. © 15Mar60; KK150668.

This is the house that Jack built; warning to wives, no home is safe from mermaids without Bondex. Cement paint. (In American paint and wallpaper dealer, May 1960, p.70-71) Appl. author: D'Arcy Advertising Co. © 15Apr60; KK150672.

REASOR-HILL CORP. ©

Now, there's money in corn, not in weeds; so weed 'em and reap with R-H Weed Rhap-20, the modern granular 2, 4-D. © 25Jan60; KK148639.

RED HEART DIVISION, JOHN MORRELL & CO. SEE Morrell (John) & Co. Red Heart Division.

REDUCEALL.

Now available to the entire racing industry, Reduceall; leg paint for all race horses. Appl. author: Harry P. Taylor. © Thomas W. Dunn & John M. Little d.b.a. Reduceall; 8Mar60; KK150227.

REFREGIER, ANTON.

Intermezzo. SEE Seeman (James) Studios, Inc.

REGAL ENTERPRISES.

1 1/2¢ per day protects you against vitamin deficiency; Quintrex MDR vitamins. © Regal Enterprises, Irving W. Kaarlela, sole owner; 12Apr60; KK150338.

REIDER (S. A.) & CO. ©

Illustration of laundry on line and of woman. Purse size laundry & sewing kit. © 3Mar60; KK151029.

Merry-go-round. © 16Mar60; KK151860. Minnipac purse size laundry & sewing kit. © 3Mar60; KK151030.

RELAXACIZOR, INC. ©

Lois Cristy tells how slender women reduce size of hips. (In Charm, Apr. 1958, p.56-57) © 20Mar58; KK151600.

RELIANCE CHEMICALS CORP. ©

Protective, penetrating Poil. Net wt. 10 oz. Appl. author: Abraham John Krell. © 17Mar60; KK149611.

RELIANCE STEEL DIVISION, DETROIT STEEL CORP. SEE Detroit Steel Corp. Reliance Steel Division.

RELIEF PRINT. CORP. ©

The Perennial Philosopher all occasion cards. © 12Feb60; KK149223.

REMSEN ADVERTISING AGENCY, INC. ©

Missiles: 1960. (In U.S. news & world report, Dec. 28, 1959, p.44-46) © 23Dec59; KK148257.

RENFIELD IMPORTERS, LTD. ©

Most remarkable what the right vermouth will do for a manhattan; Martini & Rossi imported sweet vermouth. (In Vogue, Oct. 1, 1959, p.185) Appl. author: Reach, McClinton & Co., Inc. © 10Oct59; KK152150.

REPUBLIC MOLDING CORP. ©

Golden Crest pantryware. Stock no. 240; 241. Cannisters. Appl. authors: Wilbur N. Davidson. © Republic Molding Co.; 4Jan60; KK148525.

Mother's foul weather friend; Polly-Flex utility mat. Stock no.207. Appl. author: Elon C. Olson. © 11Jan60; KK148527.

Polly-Flex kaddy bin. Fair trade price \$1.29. Stock no.232. Appl. author: Elon C. Olson. © 11Jan60; KK148528.

Polly-Flex kaddy bin. Stock no.232. Appl. author: Elon C. Olson. © 11Jan60; KK148526.

6 ways to make irha hardware week pay off. Polly Flex flexible plastic housewares. Appl. author: Wilbur N. Davidson. © 9Jan60; KK148524.

Unbreakable polyethylene top tray for Republic's Polly-Flex vegetable bins. Stock no.224-A. Appl. author: Elon C. Olson. © 10Jan59; KK148529.

RESEARCH & REVIEW SERVICE OF AMERICA, INC. ©

What is this child doing? © 28Jan60; KK148751.

RESEARCH-COTTRELL, INC. ©

Flooded disc scrubber. (Bulletin 110) Appl. author: Robert D. Welsh. © 18May60; KK151369.

RESTONIC CORP. ©

Free; vote and win; take the 2-minute rest-test. Orthotonic mattress and box spring. (In House beautiful, May 1960, p.109) Appl. author: Bozell & Jacobs, Inc. © 20Apr60; KK150927.

Once-a-year special offer; Vita-Posture mattress. Chelsea; Park Avenue. (In Today's health, Jan. 1960, p.18-19) Appl. author: Bozell & Jacobs, Inc. © 22Dec59; KK148088.

RETAIL MARKETERS, INC. ©

Isn't summer wonderful. Henry Rosenfeld's ... cotton & 14 other styles. © 1Apr60; KK150551.

REVLON, INC. ©

Don't hide dry, rough, red hands, heal them with medicated Silicare. (In Pictorial TView (New York journal American) Mar. 6, 1960, p.5) Appl. author: Warwick & Legler, Inc. © 6Mar60; KK149362.

Fashion says, down with droopy hairdos; up with beehives, bangs and bouncy bobs; Living Curl. (In Life, Apr. 4, 1960, p.94-95) Appl. author: Warwick & Legler, Inc. © 4Apr60; KK150363.

For your hands, the look of luxury; Aquamarine lotion. (In Vogue) Appl. author: William Jacoby. © 1Feb60 (in notice: 1959); KK148704.

From east of the sun, west of the moon, where each tomorrow dawns; Pango Peach, the new color creation. Lipstick; nail enamel. (In Playbill) Appl. author: Warwick & Legler, Inc. © 2May60; KK150867.

Is your baby really safe from polio? Medicated Baby Silicare powder. (In Parents' magazine & better home-making, June 1960, p.19) Appl. author: Warwick & Legler, Inc. © 25May60; KK151510.

It's a three-way romance that's been going on for 27 years. (In Chain store age, drug executives ed., Apr. 1960, p.20-21) Appl. author: Warwick & Legler, Inc. © 10Apr60; KK151431.

Jeanmaire; the Revlon revue. (In The New York times, Feb. 11, 1960, p.70) Appl. author: Warwick & Legler, Inc. © 11Feb60; KK148905.

Look, Revlon's newest blessing for fashion's newest hairdos; Living Curl hair spray. (In Life, May 23, 1960, p.96-97) Appl. author: Warwick & Legler, Inc. © 23May60; KK151572.

Naked eyes are out, the look is in; eye makers a la carte. (In Life, Mar. 7, 1960, p.32-33) Appl. author: Warwick & Legler, Inc. © 3Mar60; KK149367.

Naked eyes are out; the look is in; eye makers a la carte. (In The New York times, Mar. 13, 1960, p.113) Appl. author: Warwick & Legler, Inc. © 13Mar60; KK149554.

New for variety store selling, Top Brass and Hi and Dri. Hairdressing & roll-on deodorant. (In Chain store age, May 1960, toiletries sales manual section, p.14-15) Appl. author: Warwick & Legler, Inc. © 10May60; KK151573.

Le peak de chic, tints provocatif; new frosted nail enamels de Revlon. (In Vogue, June 1960, p.12-13) Appl. author: Warwick & Legler, Inc. © 1Jun60; KK151933.

Revlon's newest blessing for fashion's newest hairdos; Living Curl. (In New York post, May 25, 1960, p.42) Appl. author: Warwick & Legler, Inc. © 25May60; KK151472.

Stop clogging your bedtime complexion with left-over cleanser, read how greaseless Clean-and-Clear prepares your face for sleep. (In The New York times, Mar. 27, 1960, p.122) Appl. author: Warwick & Legler, Inc. © 27Mar60; KK150381.

Tonight, in person, the Revlon revue presents a captivating hour with Maurice Chevalier. (In The New York times, Feb. 4, 1960, p.63) Appl. author: Warwick & Legler, Inc. © 4Feb60; KK148759.

When it's important to look your very best, Touch-and-Glow is the makeup for you. (In Life, Mar. 14, 1960, p.16) Appl. author: Warwick & Legler, Inc. © 14Mar60; KK149555.

When it's important to look your very best, Touch-and-Glow is the make-up for you. Liquid make-up; face powder; pressed powder. (In Vogue, Feb. 1, 1960, p.19) Appl. author: Warwick & Legler, Inc. © 1Feb60; KK148902.

With us, it's a matter of pride. Touch and Glow liquid make-up & 5 other cosmetics. (In Metuchen recorder, Mar. 17, 1960, p.18) Appl. author: Warwick & Legler, Inc. © 17Mar60; KK151438.

REYNOLDS, JIM. ©
House of colors. 1 U.S. quart.
© 2Nov59; KK148045.

REYNOLDS MANUFACTURING CO. ©
Come out big money ahead with Reyco brake drums. D-359. (In Commercial car journal, Nov. 1959, p.271)
© 10Nov59; KK148575.

For every trailer and sub-frame, Reyco 42 series tandems. T-160. (In Go, Jan. 1960, p.67) © 10Jan60; KK148918.

Make haste safely; Reyco brake drums. D-160. (In Go, Jan. 1960, p.20)
© 10Jan60; KK148919.

On highway or high trapeze, experience builds trust; Reyco 42 series. Tandem suspension. T-360. (In Go, Apr. 1960, p.53) © 10Apr60; KK150657.

Reyco 42, single, tandem or tri-axle, merits red carpet welcome. (In Go, June 1960, p.21) © 10Jun60; KK152082.

Reyco 30 series tandem. T-259. (In Fleet owner, Apr. 1959, p.152)
© 10Apr59; KK148519.

21 of 27 award winners rely on Reyco brake drums. (1959 award winners) D-260. (In Transportation supply news, Mar. 1960, p.29) © 10Mar60; KK150039.

You get the stop without the hop; Reyco no-hop stabilizer. 42 series tandems. T-260. (In Power wagon, Feb. 1960, p.10) © 10Feb60; KK149332.

REYNOLDS METALS CO. ©
Aluminum foil packaging; advantages of high thermal conductivity. (In Package engineering, Mar. 1960, p.1)
© 1Mar60; KK149888.

Aluminum foil packaging; anti-oxidant treated materials. Report no.24. (In Package engineering, Nov. 1959, p.1) © 1Nov59; KK148511.

Aluminum foil packaging; light barrier and vitamin protector. (In Package engineering, May 1960, p.1)
© 1May60; KK151301.

Brewing ideas for your business is our business; aluminum. (In The Brewer's digest, Apr. 1960, p.15-18)
© 1Apr60; KK152257.

Cook a casserole supper, country style; Reynolds Wrap, pure aluminum foil. Tuna-rice treat. (In The American weekly, Feb. 7, 1960, p.9)
© 7Feb60; KK151264.

New data on aluminum foil packaging for frozen foods. Report no.25. (In Package engineering, Apr. 1960, p.3 of cover) © 1Apr60; KK151629.

New easy way to fix crisped chicken without frying; corn-crisped chicken. Reynolds Wrap. (In Woman's day, Mar. 1960, p.9) © 1Mar60; KK149205.

Reynolds Wrap is the most advertised aluminum foil on network TV ever. (In Progressive grocer, Jan. 1959, p.161) © 1Jan59 (in notice: 1958); KK150514.

Reynolds wrap is the most advertised aluminum foil on network TV, ever. (In Super market merchandising, Feb. 1959, p.129) Appl. states prev. reg. KK150514. NM: revision.
© 1Feb59; KK151037.

REYNOLDS WATER CONDITIONING CO. ©
The truth about automatic water softeners. © 14Mar59; KK147992.

RICHARDS MANUFACTURING CO. ©
Shea polyethylene ossicular substitutes. Appl. author: Harry T. Treace. © 14Apr60; KK150752.

RIGGIO (FRANK D.) CO., INC. ©
Y type self-cleaning strainers. (Catalog no.2000) NM: revision.
© 4May60; KK151190.

RILEY, RAY JOE. SEE Riley Seed Farms.

RILEY SEED FARMS.
Hy-Su, a hybrid forage grass; the forage of the future here today. Net wt. when packed 50 lbs. © Ray Joe Riley d.b.a. Riley Seed Farms; 20Feb60 (in notice: 1959); KK149193.

RIO LINDA FOOD PRODUCTS, INC. ©
Pampered pickles. Appl. author: C. A. Nickelsen. © 23May60; KK151380.

RIVA, CHARLES P., JR. SEE Riva Co.

RIVA, JANE G. SEE Riva Co.

RIVA CO.
Gimlet mix, sweetened. Net contents 1 pt. 9 fl. ozs. Appl. author: Stechner-Traug Lithograph Corp. © Riva Distributing Co. d.b.a. Riva Co., a firm composed of Charles P. Riva, Jr. & Jane G. Riva; 20Sep59; KK150418.

RIVA DISTRIBUTING CO. SEE Riva Co.

RIVERSIDE MANUFACTURING CO. ©
Service with a style, a profit-making idea for your company; Masterbilt business uniforms. (In Look, Mar. 26, 1960, p.54G) © 29Mar60; KK150669.

ROBBIN PRODUCTS. ©
All-purpose steel desk-file designed for the home. Appl. author: Meyer Robbin. © 27Jan60; KK150836.

Bookcase credenza. Appl. author: Meyer Robbin. © 5Jan59; KK151159.

Bookcase or desk-credenza with smart sliding glass doors. Appl. author: Meyer Robbin. © 3Jun59; KK150834.

Brookpark anniversary sale of Melmac dinnerware. Appl. author: Meyer Robbin. © 27Jan60; KK150844.

Choice of 2 89-piece sets break-resistant dinnerware. Appl. author: Meyer Robbin. © 17Feb60; KK150842.

Comb spun percale for less than muslin; Cannon comb spun percale sheet & towel ensemble. Appl. author: Meyer Robbin. © 12Jun58; KK150845.

Comb spun white percale, same price as pastel muslin; Cannon. (White percale linen ensemble) Appl. author: Meyer Robbin. © 30Oct59; KK150846.

Desk bookcase credenza with more uses than you can imagine. Appl. author: Meyer Robbin. © 13Jan60; KK150835.

89 piece set break-resistant dinnerware. Appl. author: Meyer Robbin. © 12May59; KK150841.

Gold rings at half the price. Appl. author: Meyer Robbin. © 11Aug59; KK150847.

Gossip bench phone desk; storage compartment. Appl. author: Meyer Robbin. © 13Apr59; KK150833.

Look what \$1 a week gets you; Ram professional electric shop tools. Appl. author: Meyer Robbin. © 11Feb60; KK150838.

Melmac dinnerware with Cymac tumblers & tableware. Appl. author: Meyer Robbin. © 30Dec58; KK150840.

Never so low priced; 93 pieces, Holly-wood colors break-resistant dinnerware. Appl. author: Meyer Robbin. © 28Oct59; KK150843.

Portable air coolers. Appl. author: Meyer Robbin. © 30Dec59; KK150837.

12 in 1 electric workshop. Appl. author: Meyer Robbin. © 11Feb60; KK150839.

Twice the fun, for the price of one; 2 in 1 badminton and volley ball sets. Appl. author: Meyer Robbin. © 30Dec58; KK150832.

ROBERTS, CHARLES S. ©
Management; business game. 506.
© 3Mar60; KK151163.

ROCKWELL-STANDARD CORP. UNIVERSAL JOINT DIVISION. ©
Notice the firms now using Blood Brothers drive lines. (In SAE journal, Dec. 1959, p.125) Appl. author: Paxson Advertising, Inc. © 8Dec59; KK149645.

You can sell specialized implements easier when they're equipped with rugged Blood Brothers P.T.O. drive lines. (In Agricultural engineering, Dec. 1959, p.728) Appl. author: Paxson Advertising, Inc. © 10Dec59; KK149646.

ROCKY MOUNTAIN METAL PRODUCTS CO. ©
The direction you give your practice is important to you and your community. Arrow ad. Martin Brusse, copy; Fred Baker, art. (In The Journal of the American Dental Assn., Mar. 1960, p.5) © 10Mar60; KK150254.

Fundamentals of time and motion economics; orthodontic bands. (In American journal of orthodontics, Feb. 1960, p.19-20) Appl. authors: Martin Brusse & Gene Kramer. © 15Feb60; KK149434.

RODDENBERY (W. B.) CO., INC. SEE Roddenberry Bros.

RODDENBERY BROS.
Pure Gold brand creamy peanut butter. Net wt. 12 ozs. © W. B. Roddenberry Co., Inc. d.b.a. Roddenberry Bros.; 6Feb60; KK150215.

Pure Gold brand hot dog relish. 12 fl. oz. © W. B. Roddenberry Co., Inc. d.b.a. Roddenberry Bros.; 12Aug59; KK150214.

ROEBEE INDUSTRIES, INC. ©
Little Leaguer all star baseball helmet. Appl. author: Julius B. Garson. © 26Jan60; KK148861.

ROEBIC LABORATORIES, INC. ©
Bacterial drainpipe cleaner, formula K-67. Contents: 1 lb., 10 oz. © 25Mar60; KK149977.
For septic tank and cesspool owners; drainpipe cleaner, formula K-67. © 25Mar60; KK149974.
Formula K-57, bacterial cleaner for sluggish septic tanks and cesspools. One U.S. quart. © 17Mar60; KK150070.

Formula K-47, for cesspools. One U.S. quart. © 17Mar60; KK150068.

Formula K-37, for septic tanks. One U.S. quart. © 17Mar60; KK150069.

Life in a septic tank or cesspool. © 25Mar60; KK149975.

ROEBIG LABORATORIES, INC.-Con.

New bacterial discovery prevents septic tank, cesspool clogging. Formula K-37; formula K-47. © 25Mar60; KK149979.

Now, destroy roots the easy way; sewer pipes and septic tank drain fields, formula K-77. © 25Mar60; KK149976.

Root killer, formula K-77. Contents: two pounds. © 25Mar60; KK149978.

ROGERS, LEO. ©

Forgotten hits, sweet memories of yesteryear, v.1. Featuring the Unforgettables. LPF-101. © 16Apr60; KK150481.

ROSARITA MEXICAN FOODS, INC. ©

Beef enchiladas in mild sauce. Net wt. 12 oz. © 17Nov59; KK151313.

Beef tacos. Quick frozen. 6; net wt. 1 1/2 ozs. © 17Nov59; KK151312.

Cheese & onion enchiladas in mild sauce. Net wt. 12 oz. © 17Nov59; KK151311.

Cocktail tacos. Quick frozen. 12; net wt. 5 1/2 oz. © 17Nov59; KK151310.

Enchilada dinner with delicious refried beans. Fresh frozen. Net wt. 12 ozs. © 17Nov59; KK151309.

Mexican style combination plate. Net wt. 12 oz. © 15Oct49; KK151589.

Mexican style dinner. Quick frozen. Net wt. 16 ozs. © 14Nov59; KK151314.

ROSE MANUFACTURING CO. ©

Safe-Hi automobile safety belts. Model nos. 850 & 858-G. © 15Dec59; KK151805.

ROSS LABORATORIES. ©

To prevent iron deficiency anemia in your community, Similac with Iron. Appl. author: William Douglas McAdams, Inc. © 24Dec59; KK148468.

ROSS OPERATING VALVE CO. ©

Control valves. Digest catalog '59. © 10Nov59; KK148580.

ROSSELLE, CHARLES C. SEE Diroxo Co.

ROTHMAN, HARRY. ©

The day that 29 cities paid honor to Harry Rothman's. Hand-tailored silk suits [& other men's apparel] (In The New York times, May 24, 1960, p.26) © 24May60; KK151535.

Enough to give any man a fit. Hand tailored suits, [& other men's apparel] (In The New York times) © 10May60; KK151045.

The man who tore up the calendar. Hand tailored luxury worsted suits [& other men's apparel] (In The New York times, Mar. 1, 1960, p.26) © 1Mar60; KK149260.

Meet the world's greatest skeptic. Silk of silks in hand-tailored suits [& other men's & boys' apparel] (In The New York times, Apr. 26, 1960, p.28) © 26Apr60; KK150645.

S.M. is S.O.P. at Rothman's. Dacron-worsted suits [& other men's apparel] (In The New York times, June 7, 1960, p.32) © 7Jun60; KK151686.

V.S.R. Cashmere is king at Rothman's. Suits [& other men's apparel] (In The Times, Oct. 27, 1959) © 27Oct59; KK148924.

What month makes you think of bargains? Worsted & cheviot 100% pure wool suits [& other men's apparel] (In The New York times, Mar. 15, 1960, p.32) © 15Mar60; KK149549.

Who says January comes but once a year? Britain's finest worsteds [& other men's & boys' apparel] (In The New York times) © 29Mar60; KK150003.

You owe it to yourself to ignore the calendar. Hand tailored suits [& other men's & boys' apparel] (In The New York times) © 12Apr60; KK150360.

ROUNDHOUSE RECORDS. ©

Detroit Division, an anthology of Grand Truck Western steam locomotives. WLP-9839. Appl. author: Arthur W. Weber. © 4Jan60; KK150947.

ROWE MANUFACTURING CO., INC. ©

Add this great new sales maker to the powerful line of Rowe showcase merchandisers. Sandwich merchandiser. (In Vend. Nov. 1958, p.87) Appl. author: Ben Smith. © 27Oct58; KK150396.

For a single unit or a full line Roweboteria; showcase merchandisers. (In Post exchange and commissary, Jan. 1959, p.20) Appl. author: Ben Smith. © 2Jan59; KK150395.

ROX PRODUCTS CO. ©

Cement base masonry paint; contractors and maintenance products. 50 lbs. net. Appl. author: Clark & Bobertz, Inc. © 28Apr60; KK150875.

Contractors and maintenance products. Color card. Appl. author: Clark & Bobertz, Inc. © 31Mar60; KK150170.

Contractors and maintenance products. Odorless interior enamel paint, no.703. One standard U.S. gallon. Appl. author: Clark & Bobertz, Inc. © 15Feb60; KK149273.

Floor, patio and porch enamel. Gray, no.503. One standard U.S. gallon. Appl. author: Clark & Bobertz, Inc. © 18Feb60; KK149274.

Silicone water repellent, clear, for the protection of brick, stone and masonry. Appl. author: Clark & Bobertz, Inc. © 18Feb60; KK149272.

Try a quart, you'll never use another paint; 5 year all-surface paint. (In The Detroit news, Feb. 14, 1960, TV guide, p.65) Appl. author: Clark & Bobertz, Inc. © 14Feb60; KK149942.

Why contractors and maintenance men choose Rox. Paint. Appl. author: Clark & Bobertz, Inc. © 1Mar60; KK149271.

ROY, DANNY. ©

Story book furniture. © 19Nov59; KK150256.

ROY, MIKE. SEE Royal Features.

ROYAL FEATURES.

Moccasin trails. Series of interesting notes on the American Indians. © Royal Features, solely owned by Mike Roy; 14Mar60; KK149550.

RUDHARD PRODUCTS, INC. ©

Baked Fish Balls; canned pet foods. 6 oz. net. © 16Nov59; KK149147.

Meat balls; pleased pets and owners made Rudhard's famous on merits alone. 6 oz. net. © 17Nov59; KK148854.

RUDIN & ROTH, INC. ©

All American cushion-sole boys' air-walk socks. 4 pair. © 15Feb60; KK149542.

Breeze-way socks, ventilator knit. 3 pair. © 15Feb60; KK149097.

Brightie Bardot 100% nylon footsies. © 4Feb60; KK149601.

Bright-tards give you that long-legged French look. © 17Nov59; KK148926.

Fresh as a daisy party socks; free, genuine Burpee flower seed packet. 4 pair. © 10Feb60; KK148900. Join the Quick Draw McGraw Straight Shooters Club; boys' long-wear socks. © 17Nov59; KK148927.

RUSK, HOWARD A.

Should your child go into rehabilitation services? SEE New York Life Insurance Co.

RYDER SYSTEM, INC. ©

The big wheel. Ever try to steer a thirty-ton truck? (In Newsweek, May 9, 1960, p.79) Appl. author: H. Shillito. © 9May60; KK152163.

S

S. C. SEE Sunbeam Corp.

S.K.F. LABS. SEE Smith Kline & French Laboratories.

S. L. C. SEE Scientific Lubricants Co.

S.M.B. CO. SEE Salerno-Megowen Biscuit Co.

S. O. S. CO. ©

Sparkle in the pot puts flavor in the cup; magic scouring pads. (In McCall's, Mar. 1957, p.153) Appl. author: McCann-Erickson, Inc. © 1Mar57 (in notice: 1956); KK148734.

S.W. STAMP WKS. SEE Southwestern Stamp Works.

SAALFIELD PUB. CO. ©

Bricko, a preschool game for two to six players. No.3120. 6 playing boards, 72 die-cut playing pieces, 1 die. © 21Dec59; KK148469.

SADIE DUNN.

Apple pie, family size; frozen, ready to bake. Net weight 20 ounces. © Michigan Lloyd J. Harriss Pie Co. d.b.a. Sadie Dunn; 4Nov59; KK148715.

Cherry pie, family size; frozen, ready to bake. Net weight 20 ounces. © Michigan Lloyd J. Harriss Pie Co. d.b.a. Sadie Dunn; 4Nov59; KK148713.

Peach pie, family size; frozen, ready to bake. Net weight 20 ounces. © Michigan Lloyd J. Harriss Pie Co. d.b.a. Sadie Dunn; 4Nov59; KK148714.

SADOVE, MAX S.

Management of the insomniac. SEE GIBA Pharmaceutical Products, Inc.

SAFETY FEATURES CO. ©

An effective safe guard for your driving safety; safety flasher. © C. J. Christianson d.b.a. Safety Features Co.; 10Nov59; KK148433.

SAGE CIGARETTES. ©

High filtration; indoor, outdoor exhilaration [sic] by Don Dickerman. © 5Jan60; KK148200.

ST. REGIS PAPER CO. ©

Package in bulk for less money with St. Regis bulkpaks. Appl. author: Cunningham & Walsh, Inc. © 4Apr60; KK150751.

SALERNO-MEGOWEN BISCUIT CO. ©

Chocolate mint creme patties. Net wt. 10 ozs. © 11Apr60; KK150408. Vanilla wafers. Net wt. 6 ozs. © 12May60; KK151305.

SALES DEVELOPMENT CORP. ©

Give her the diamond you always wanted her to have; sweetheart ensemble. Appl. author: Meyer Robbin. © 24Jul59; KK150851.

Never before, probably never again,
25 jewel ladies' and men's watches.
Appl. author: Meyer Robbin.
© 28Jul59; KK150853.

SALESCASTER DISPLAYS CORP. ©
Suggested Tape-O-Gram messages for
your Salecaster, model 29.
© 25Apr60; KK151508.

SALLACH, H. J.
Gilson Medical Electronics. The 1960
edition of the GME intermediary
metabolism chart is in two parts.
NM: additions & revision. © H. J.
Sallach & R. W. McGilvery; 18Feb60;
KK149112.

SALTON MANUFACTURING CO., INC. ©
Promote and sell Salton Hotray.
NM: revision. © 20Nov59;
KK148117.

SAMSON, FRANK. SEE Pagemark Co.

SANFORD INK CO. ©
Roll-on stamp pad ink. Contents
2 fl. oz. © 27Feb59; KK148179.

SARGON PRODUCTS CO.
Supermulch. © Sargon Products Co.,
David F. Demarest, sole owner;
27May60; KK152160.

SARNA (S. S.) INC. ©
Sarnabass lanterns. Appl. author:
Sajjan S. Sarna. © 13Jan60;
KK149277.

SARONG, INC. ©
Criss-cross bra stops bra bind.
(Streamer no.STR-204) Appl. author:
Donahue & Coe. Appl. states prev.
pub. 15Apr60, KK150427. NM: revision.
© 25Jun60; KK152192.
Criss-cross freedom, natural control;
girdle. (Streamer no.STR-100)
Appl. author: Donahue & Coe.
© 2Apr60; KK150426.

Join Sarong's extraordinary crusade
for comfort; criss-cross girdles
and bras. (In Corset & underwear
review, Jan. 1960, p.61-66) Appl.
author: Donahue & Coe, Inc.
© 1Jan60; KK148606.

New, Sarong; criss-cross freedom,
natural control. Girdle. (Counter
card, no. CC-101) Appl. author:
Donahue & Coe. © 2Apr60; KK150320.

New Sarong; criss-cross freedom,
nature's own comfort. Bra.
(Streamer no.STR-200) Appl. au-
thor: Donahue & Coe. © 2Apr60;
KK150427.

New, Sarong, the exclusive all elastic
criss-cross bra. (Counter card, no.
CC-201) Appl. author: Donahue &
Coe. © 2Apr60; KK150319.

Only the new low-cut Sarong criss-cross
girdle stops thigh bulge. (Counter
card CC-103) Appl. author: Donahue
& Coe. Appl. states prev. pub.
11Apr60; KK150320. NM: revision.
© 25Jun60; KK152193.

Only the new Sarong criss-cross girdle
gives you freedom of movement.
(In Harper's bazaar, June 1960,
p.120-121) Appl. author: Donahue &
Coe. © 1Jun60; KK152158.

SAUTER, O. REED. ©
Secret suds, the original 3 operation,
20 minute washing material & method.
© 25May60; KK151918.

SAVINGS & LOAN FOUNDATION, INC. ©
Americans daily put \$68 million into
insured savings and loan associa-
tions and take out \$48 million for
things they saved for. (In Look,
May 24, 1960) Appl. author: McCann-
Erickson, Inc. © 10May60; KK151897.

From this day forward ... her laughter
will be just echoes in the house.
(In Look, June 11, 1957, p.109)
© 28May57; KK148055.

Grow a money tree, the insured savings
and loan way. (In Look, Dec. 28,
1959) Appl. author: McCann-Erickson,
Inc. © 24Dec59; KK148373.

Last year, insured savings and loan
associations made home loans to more
American families than did all other
financial institutions combined.
(In Look, Feb. 2, 1960, p.4) Appl.
author: McCann-Erickson, Inc.
© 19Jan60; KK148372.

Look for this symbol of safety where
you save. (In Life, Sept. 2, 1957)
Appl. author: McCann-Erickson, Inc.
© 29Aug57; KK148988.

Own this smile the insured savings and
loan way. (In Look, Apr. 12, 1960)
Appl. author: McCann-Erickson, Inc.
© 29Mar60; KK150371.

SAXTON, THOMAS W. ©
Elegant smoking; a _____ in a clean
holder. © 3Jun60; KK151713.

SAYPER, JEROME. ©
What's in your handwriting? Place
mat. © 27Jan60; KK148811.

SCHADE & BUYSING. ©
Balalaika vodka. Holland. © 17Jan57;
KK150249.

Three Fans gin. Holland. © 31Jan57;
KK150250.

SCHICK, INC. ©
Closer, faster, smoother shaves? You
be the judge; 3 speed razor. Feb.-
Mar. offer. (In Life, Feb. 22, 1960,
p.10) Appl. author: Benton & Bowles,
Inc. © 17Feb60; KK150688.

Closer, faster, smoother shaves? You
be the judge. 3 speed razor. (In
Life, Mar. 7, 1960, p.12) Appl. au-
thor: Benton & Bowles, Inc.
© 2Mar60; KK151104.

Closer, faster, smoother shaves? You
be the judge; 3 speed razor. Say
when offer. (In Life, Feb. 8, 1960,
p.151) Appl. author: Benton &
Bowles, Inc. © 3Feb60; KK150689.

The gift for any man; remarkable new
Schick 3 speed razor. (In The Wall
Street Journal, Dec. 3, 1959, p.11)
Appl. author: Benton & Bowles, Inc.
© 3Dec59; KK148312.

How many of these shaving problems do
you have? Just one shave with the
new Schick 3 speed and you'll never
be satisfied with any other razor,
electric or blade. (In Life, May 30,
1960, p.8-9) Appl. author: Benton &
Bowles, Inc. © 25May60; KK152043.

Now, shaving even sensitive underarms
is so safe, so very gentle, you can
shave as often as you should; Lady
Schick electric shaver. (In Seven-
teen, Oct. 1959, p.77) Appl. au-
thor: Benton & Bowles, Inc.
© 10Oct59; KK151982.

Shavingest head on any razor, adjusts
to your skin, whips through your
whiskers; Customatic. (In Sports
illustrated, June 13, 1960, p.5)
Appl. author: Benton & Bowles, Inc.
© 9Jun60; KK152038.

SCHLITZ (JOSEPH) BREWING CO. ©
All around the world Schlitz boosts
sales for you. (In Post exchange
and commissary, Apr. 1960, overseas
section, p.125) Appl. author:
J. Walter Thompson Co. © 1Apr60;
KK152071.

Buy now at this low-low price on re-
turnable Schlitz quarts. (In The
Boston globe, May 18, 1960, p.41)
© 18May60; KK151482.

Everybody is swinging to dancing
flavor; Old Milwaukee. (In Benton
evening news, Nov. 12, 1959, p.4)
© 12Nov59; KK148388.

Everybody is swinging to dancing
flavor; Old Milwaukee. (In The
Litchfield news-herald, Nov. 5,
1959, p.6) © 5Nov59; KK148387.

The fun begins with the opener. (In
Milwaukee sentinel, Apr. 12, 1960,
pt.1, p.7) Appl. author: J. Walter
Thompson Co. © 12Apr60; KK150726.

Good living. [Girl lying on beach,
holding open book & looking up at
man's hand extending mug of beer]
Appl. author: J. Walter Thompson
Co. © 1Jun60; KK151702.

Good living go-togethers. (In Fall
River herald news, Mar. 21, 1960,
p.20) Appl. author: J. Walter
Thompson Co. © 21Mar60; KK150035.

Good living with Schlitz. [Woman lying
in wheel barrow beside man holding
flower pot & spade] Appl. author:
J. Walter Thompson Co. © 1Apr60;
KK150679.

Invitation from your tavern keeper:
come and watch the races. We've
got a winner. (In Look, May 10,
1960, p.121) Appl. author: J. Walter
Thompson Co. © 26Apr60; KK151481.

It's a winner. Appl. author:
J. Walter Thompson Co. © 2May60;
KK152164.

It's good living in Van Nuys. (In The
Van Nuys news & valley green sheet,
Jan. 19, 1960, p.10) Appl. author:
J. Walter Thompson Co. © 19Jan60;
KK149225.

Know the joy of good living. Man &
woman playing checkers. Appl. au-
thor: J. Walter Thompson Co.
© 5Feb60; KK148979.

Know the real joy of good living; ah,
just what I was wishing for. (In
Ebony, May 1960, p.84) Appl. author:
J. Walter Thompson Co. © 15Apr60;
KK150728.

Know the real joy of good living.
[Couple making kite] Appl. author:
J. Walter Thompson Co. © 1Mar60;
KK150298.

Know the real joy of good living.
[Couple pasting pictures in photo
album] (In Look, Jan. 19, 1960,
p.43) Appl. author: J. Walter
Thompson Co. © 5Jan60; KK148933.

Know the real joy of good living.
[Couple playing game of Monopoly]
(In Look, Feb. 16, 1960, p.59)
Appl. author: J. Walter Thompson
Co. © 2Feb60; KK149106.

Know the real joy of good living:
Johnny'll be climbing in it 10
years from now. (In Look, Apr. 12,
1960, p.63) Appl. author: J. Walter
Thompson Co. © 29Mar60; KK150423.

Know the real joy of good living.
Man & woman lying on floor looking
at photo album. Appl. author:
J. Walter Thompson Co. © 4Jan60;
KK148978.

Know the real joy of good living; now
remember, that's Billy's kite.
(In The Saturday evening post,
Apr. 23, 1960, p.76) Appl. author:
J. Walter Thompson Co. © 19Apr60;
KK150727.

Know the real joy of good living;
that's a good shot of you. (In
Ebony, Mar. 1960, p.81) Appl. au-
thor: J. Walter Thompson Co.
© 15Feb60; KK149711.

New from Schlitz, at popular prices;
dancing flavor. Old Milwaukee.
(In The Evening news, Sault Sainte
Marie, Mich., Aug. 6, 1959, p.11)
© 6Aug59; KK148107.

New from Schlitz, the dancing flavor
of Old Milwaukee. (In Menominee
herald-leader, Aug. 20, 1959, p.10)
© 20Aug59; KK149840.

SCHLITZ (JOSEPH) BREWING CO.-Con.

New from Schlitz, the dancing flavor of Old Milwaukee. (In The Evening news, Sault Sainte Marie, Mich., Aug. 13, 1959, p.9) © 13Aug59; KK148108.

New taste in beer; Old Milwaukee beer with dancing flavor. (In Benton evening news, Oct. 8, 1959, p.7) © 8Oct59; KK148109.

Now in a big quart; dancing flavor. Old Milwaukee. (In The Detroit news, July 29, 1959, p.61) © 29Jul59; KK148106.

One of the real joys of good living. (In Look, June 7, 1960, p.111) Appl. author: J. Walter Thompson Co. © 24May60; KK151839.

Party partners. Old Milwaukee. © 19Nov59; KK148116.

Party partners; Old Milwaukee beer with dancing flavor. (In The Detroit news, Nov. 19, 1959, p.2-D) © 19Nov59; KK149839.

Payoff spot, where quality counts. (In Bar management, May 1960, p.13) Appl. author: J. Walter Thompson Co. © 6May60; KK151840.

Portion packed and ready to serve. (In American restaurant magazine, May 15, 1960, p.25) Appl. author: J. Walter Thompson Co. © 14May60; KK151485.

Profit packed summer-long promotion that gives you an opportunity to feature every department in your store. (In Nargus bulletin, June 1960, p.63-66) Appl. author: J. Walter Thompson Co. © 5Jun60; KK152069.

Schlitz boosts sales for you; 1960 campaign. (In Bar management, Mar. 1960, p.10-11) Appl. author: J. Walter Thompson Co. © 15Mar60; KK150036.

Share the joy of good living this weekend. (In The Tampa tribune, June 4, 1960, tarpon tournament section, p.16-C) Appl. author: J. Walter Thompson Co. © 4Jun60; KK151838.

Swing over to dancing flavor; Old Milwaukee. (In Benton evening news, Oct. 29, 1969, section 2, p.2) © 29Oct59; KK149841.

You'll say it's great; dancing flavor Old Milwaukee. (In Centralia sentinel, Oct. 29, 1959, p.12) © 29Oct59; KK149954.

You'll say it's great; dancing flavor. Old Milwaukee. (In The Litchfield news-herald, Oct. 16, 1959, p.2) © 16Oct59; KK148110.

SCHLUMBOHM, PETER.

Coffeemaker. SEE Chemex Corp.
Newsletter nos.12-14. SEE Chemex Corp.

SCHLUTTIG, PEARL L. SEE Bradstreet & Bradstreet.

SCHMID (JULIUS) INC. ©

Confirms effectiveness; unique action of Immolinal vaginal cream-jel matrix. 5146 patient-months. © 11Apr60; KK150410.

Effectiveness of unique action of Immolinal vaginal cream-jel matrix. © 29Feb60; KK149479.

Effectiveness, simplicity of unique acting Immolinal vaginal cream-jel. © 7Mar60; KK149480.

A fitting time for special concern about conception control; Ramses Bendex. © 28Mar60; KK150055.

How trichomonad explosion reduces family tension; Vagisec liquid & jelly. © 23May60; KK151398.

Trichomonad explosion with Vagisec liquid and jelly brings immediate symptomatic relief. © 18Apr60; KK150643.

Trichomonad explosion with Vagisec liquid & jelly can reduce marital discord. © 14Mar60; KK150054.

When vaginal trichomoniasis aggravates family tension, specific therapy with Vagisec liquid and jelly. © 23May60; KK151397.

SCHMIDT (C.) & SONS, INC. ©

Anniversary year flying start; beer. (In Tap & tavern, Philadelphia, Jan. 25, 1960, p.7) Appl. author: Ted Bates & Co., Inc. © 25Jan60; KK149775.

Attention, restaurant and tavern owners, to all who serve food; beer. (In Tap & tavern, Philadelphia, Feb. 8, 1960, p.7) Appl. author: Ted Bates & Co., Inc. © 8Feb60; KK149776.

Biggest Schmidt's beer advertising program ever; celebrating 100th anniversary. (In Beverage retailer weekly, Feb. 22, 1960) Appl. author: Ted Bates & Co., Inc. © 22Feb60; KK150581.

Biggest Schmidt's beer advertising program ever; celebrating 100th anniversary. (In Observer, Philadelphia, Feb. 22, 1960, p.6-7) Appl. author: Ted Bates & Co., Inc. © 22Feb60; KK151156.

For the 1 man in 4, full-taste beer. Bowling scene. (In The Philadelphia inquirer magazine, Mar. 6, 1960, p.31) Appl. author: Ted Bates & Co., Inc. © 6Mar60; KK150206.

For the 1 man in 4, full-taste beer. (In Philadelphia inquirer, Feb. 7, 1960, p.28) Appl. author: Ted Bates & Co., Inc. © 7Feb60; KK149270.

For the 1 man in 4, full-taste beer. Skeet marksman. (In The Philadelphia inquirer, Feb. 21, 1960, p.20) Appl. author: Ted Bates & Co., Inc. © 21Feb60; KK150208.

For the 1 man in 4 who wants the full taste beer. (In The Pittsburgh press, Nov. 22, 1959, p.6) Appl. author: Ted Bates & Co., Inc. © 22Nov59; KK148175.

SCHOOLINE CORP. ZOO-LINE. SEE Zoo-Line.

SCHWARTZ, PAUL J. ©

Parade home no.3. 10717 Beard Ave. So., Bloomington. (In Minneapolis Sunday tribune, Sept. 13, 1959, p.2) Appl. author: Paul J. Schwartz Construction Co. © 13Sep59; KK148052.

SCHWEITZER (PETER J.) DIVISION, KIMBERLY CLARK CORP. SEE Kimberly-Clark Corp. Peter J. Schweitzer Division.

SCIENTIFIC LUBRICANTS CO. ©

Motor Mica anti-friction compound. Catalog no.60. Appl. author: Grace J. Gill. © 23Nov59; KK148118.
Shooters discovered it; Motor Mica. (Bulletin GG) Appl. author: Grace J. Gill. NM: additions. © 11Apr60; KK150642.

SCOTT & WILLIAMS, INC. ©

Multi-blade yarn trimmer. © 13Apr59; KK150823.

SEALOL, INC. ©

Joints for gases, vapors, liquids, cryogenics. (Bulletin HP03) © 23May60; KK151751.

SEALY, INC. ©

Announcing a revolutionary breakthrough in scientific bedding salesmanship; Conform-A-Graph. (In Home furnishings daily, New York, Apr. 5, 1960, p.14-15) Appl. author: J. Walter Thompson Co. © 5Apr60; KK150444.

For you and for your patients; Posturepedic; no morning backache from a too soft mattress. (In GP, Apr. 1960, p.328) Appl. author: J. Walter Thompson Co. © 1Apr60; KK150445.

New luxury, new comfort, new beauty; Posturepedic quilted-with-foam. Mattress. (In Life, May 30, 1960, p.14) Appl. author: J. Walter Thompson Co. © 26May60; KK152081.

Real people, real experiences; no morning backache, they sleep on the Sealy Posturepedic. Endorsed by Mrs. Clemens A. Beering & 2 others. (In Life, Apr. 25, 1960, p.137) Appl. author: J. Walter Thompson Co. © 21Apr60; KK150729.

SEAMLESS RUBBER CO. ©

Nemrod by Seamless for the ultimate in regulators. Shark II & other products. (In The Sporting goods dealer, Feb. 1960, p.10) © 14Feb60; KK150384.

Nemrod by Seamless, the complete line of underwater equipment. © 4Jan60; KK149853.

Nemrod by Seamless, the complete line of underwater equipment. © 4Jan60; KK149854.

Nemrod by Seamless, the complete line of underwater equipment. © 4Jan60; KK149855.

SEAMON, INC. ©

Heaven, earth, humanity. Sharimiki-Bonsai tree. Appl. author: Grace M. Seamon. © 4Mar60; KK149458.

SEARCY, DALE LANNING. ©

Lady Ann. Lady in evening gown. © 20Dec59; KK148165.

SEARS, ROEBUCK & CO. ©

Allstate rugged lug tires for top mileage plus traction. (In Fleet owner Dec. 1959, p.16) © 1Dec59; KK148446.

Approved by the National Foot Health Council; Biltwel Nursery Rhyme infants' shoes. Style 311. (In Parents' magazine, Oct. 1959, p.159) © 25Sep59; KK148451.

Bold new look; Gold Bond B & B shoes go well with any color suit. No.4251; 4190; 4172. (In True, Oct. 1959, p.11) © 18Sep59; KK148450.

Check mates, the perfect match for the perfect pair. Shirts. (In Parents' magazine, Dec. 1959, p.97) © 25Nov59; KK148443.

Craftsman kromedge taps and dies last longer, cut cleaner threads easier. (In Popular science, Nov. 1959, p.267) © 1Nov59; KK150386.

Criss crossed for comfort; Charmode Elfin bra. (In Life, Aug. 31, 1959, p.68) © 27Aug59; KK148437.

Cushion soled and glove leather lined for comfort on the trail; Gold Bond boots. No.4042-4043. (In Sports afield, Oct. 1959, p.101) © 25Sep59; KK148449.

Early to bed or lounging late; Charmode pajamas with Celanese brushed Arnel. (In Glamour, Sept. 1959, p.96) © 22Aug59; KK148447.

Gold Bond cushioned shoes styled for stepping out. No.4539; 4504; 4526. (In True, Dec. 1959, p.3) © 18Nov59; KK148445.

Gold Bond shoes can take it. No.5269; 5250; 5256. (In Parents' magazine, Dec. 1959, p.75) © 25Nov59; KK148440.

Happy day, the toes won't scuff; Biltwel Nursery Rhyme infants' shoes. Style 500. (In Parents' magazine, Oct. 1959, p.158) © 25Sep59; KK148452.

Kitten soft; new Pilgrim Orlon socks. (In Life, Sept. 21, 1959, p.62) © 17Sep59; KK148436.

- Like wearing fur, only more comfortable; Borg-Orlon lined car coats. (In Sports illustrated, Nov. 9, 1959, p.57) © 5Nov59; KK148444.
- Make Sears your hunting boot headquarters. Cushioned; vulcanized; insulated. (In Field & stream, Oct. 1959, fold out, p.72-74) © 25Sep59; KK150385.
- Now, the slimming power of latex in a girdle that feels like cotton; Charmode zipper figure controller. (In Life, Nov. 2, 1959, p.34) © 29Oct59; KK148438.
- School days begin at Sears with classic separates in the all-American look. Kerry-Teen coloray skirt [& other apparel] (In American girl, Sept. 1959, p.4-5) © 25Aug59; KK148448.
- Sears corral's year's biggest Roy Rogers gift selection. (In Parents' magazine, Dec. 1959, p.80) © 25Nov59; KK148441.
- Ten million sold, they must be comfortable. Charmode Nu-Back foundation. (In McCall's, Oct. 1959, p.14) © 28Sep59; KK148439.
- Ten million sold, they must be comfortable. Charmode Nu-Back foundation. (In McCall's, Oct. 1959, p.14) © 29Sep59; KK148439.
- Young Adagios at Sears, the party shoes she can play in. No.1654-1655. (In Parents' magazine, Dec. 1959, p.90) © 25Nov59; KK148442.
- SECURITY MESSENGER SERVICE, INC. ©**
Friend: You've never seen so many eager beavers. All our messengers are bonded and insured. © 31May60; KK151661.
- SEEMAN (JAMES) STUDIOS, INC. ©**
American industry. Style no.AI-77. © 31Dec59; KK148610.
- Bamboo mist, designed by Tseng. Style no.Bamb-833. © 31Dec59; KK148125.
- Cymbidium, designed by Robert Crowder. Style no.Cym-834. © 31Dec59; KK148611.
- Fern terrace, designed by Robert Crowder. Style no.Fern-257. © 31Dec59; KK148609.
- Golden chain, designed by Tseng. Style no.Gol-831. © 31Dec59; KK148124.
- Intermezzo, designed by Anton Refregier. © 31Dec59; KK148400.
- Ko-Bai. © 15Jul57; KK148401.
- Port of call, designed by Robert Brown. Style no.Port-808. © 31Dec59; KK148126.
- Villa d'Este. Style no.Vi-31. © 31Dec59; KK148127.
- Vizcaya, Style no.Viz-14. © 31Dec59; KK148612.
- Weeping cherry, designed by Tseng. Style no.WC-36. © 31Dec56; KK148402.
- Weeping willow, designed by Tseng. Style no.Wil-832. © 31Dec59; KK148129.
- Wisteria and peony gardens, designed by Tseng. Style no.GWP-14. © 31Dec59; KK148128.
- SELCHOW & RIGHTER CO. ©**
SelRight bridge for juniors, a juvenile version of the famous game. Ages 6 to 12. No.68. © 29Feb60; KK151359.
- SELTZER, IRVIN. ©**
This Christmas give him the one gift that's sure to go to his head, an Adam Dunlap velour Keens/British or Knox gift certificates. (In The Reading eagle, Nov. 29, 1959, p.27) © 29Nov59; KK148845.
- SENTRY LIFE INSURANCE CO. ©**
You stand a little straighter when you've looked out for your own. (In The Saturday evening post, Jan. 16, 1960, p.46) Appl. author: John W. Harpham. © 12Jan60; KK148343.
- SEROT, ISADORE. ©**
Imports from Israel; wholesale prices. 1960 catalog. © 15Sep59; KK148997.
- SET SCREW & MANUFACTURING CO. ©**
New extra holding power; Setko 60 series socket head cap screws. Appl. author: Hanson & Stevens, Inc. © 25Jan60; KK150574.
- SEVEN-UP CO. ©**
Blow ye winds, heigh ho, nothing does it like Seven-Up. (In Look, Apr. 26, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 12Apr60; KK150730.
- Boys like girls who make Seven-Up floats. (In Ebony, June 1960, p.34) Appl. author: J. Walter Thompson Co. © 14May60; KK151529.
- Boys like girls who make Seven-Up floats. (In Life, June 6, 1960, p.2 of cover) Appl. author: J. Walter Thompson Co. © 2Jun60; KK152080.
- Fresh up Freddie says: Right now, you're probably asking yourself, how does a private eye get a quick, refreshing lift? (In Looney tunes (Dell comic) Feb. 1960, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Dec59; KK149228.
- Fresh up Freddie says: Right now, you're probably asking yourself, what does a bobsled champ drink to quench his thirst? (In Little Lulu (Dell comics) Feb. 1960, p.4 of cover) Appl. author: J. Walter Thompson Co. © 24Dec59; KK148910.
- Having some crazy, mixed-up fun? You'll want this fresh, clean taste. (In Life, Apr. 4, 1960, p.128) Appl. author: J. Walter Thompson Co. © 31Mar60; KK150422.
- In Pago-Pago, they say a highball's mellow-mellow with Seven-Up. (In Sports illustrated, Mar. 14, 1960, p.35) Appl. author: J. Walter Thompson Co. © 11Mar60; KK149709.
- Just like Carnegie Hall, and now for that fresh, clean taste. (In Look, Jan. 5, 1960, p.81) Appl. author: J. Walter Thompson Co. © 22Dec59; KK148911.
- Nothing's as bracing as sea air except a Seven-Up highball. (In Sports illustrated, Jan. 4, 1960, p.2 of cover) Appl. author: J. Walter Thompson Co. © 31Dec59 (in notice: 1960); KK149229.
- Right now your grocer is featuring 7-Up with festive foods. Ham-lets [& other recipes] (In Life, Feb. 8, 1960, p.48-49) Appl. author: J. Walter Thompson Co. © 4Feb60; KK149105.
- Save, ma'am, save; pour four with family-size 7-Up. (In Evening world-herald, Omaha, Dec. 17, 1959, p.16) Appl. author: J. Walter Thompson Co. © 17Dec59; KK148766.
- 7-Up fans love 7-Up in cans; makes holiday hosting easier. (In Rochester post-bulletin, Dec. 17, 1959, p.15) Appl. author: J. Walter Thompson Co. © 17Dec59; KK148767.
- Soup up the conversation with this quick, refreshing lift. (In Look, Mar. 1, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 16Feb60; KK149710.
- Take a little Seven-Up aboard for your holiday fun. (In Sports illustrated, Dec. 21, 1959, p.25) Appl. author: J. Walter Thompson Co. © 18Dec59; KK148768.
- We don't believe in sweeping claims but Seven-Up makes the smoothest highball. (In Sports illustrated, Feb. 15, 1960, p.72) Appl. author: J. Walter Thompson Co. © 11Feb60; KK149103.
- Whenever your throat thinks it's summer, you want this real thirst-quencher. (In Look, Feb. 2, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 19Jan60; KK149104.
- Who's winning? You are when you mix with Seven-Up. (In Sports illustrated, Apr. 11, 1960, p.95) Appl. author: J. Walter Thompson Co. © 8Apr60; KK150725.
- You'll flip your flippers over Seven-Up and vodka. (In Sports illustrated, May 16, 1960, p.46) Appl. author: J. Walter Thompson Co. © 13May60; KK151486.
- You'll outshine the man-in-the-moon with this quick, refreshing lift. (In Life, May 9, 1960, p.68) Appl. author: J. Walter Thompson Co. © 5May60; KK151484.
- SHACKMAN (B.) & CO.**
Famous sleepy baby, sister and brother. Doll set. No.3483. Japan. Appl. author: Y. Mita. © B. Shackman & Co. d.b.a. Shackman; 15Apr59 (in notice: 1958); KK149638.
- SHAKESPEARE CO. ©**
Masters big fish quick; WonderCast direct drive. Revolver brake. Fishing reel. (In The Alaska sportsman, Mar. 1960, p.49) Appl. author: Tom Bubin. © 1Feb60 (in notice: 1959); KK149118.
- Wonderod with Omni-Action; handles any size fly line, casts any fly rod lure. No.1481. (In Field & stream, Feb. 1960, p.93) Appl. author: Tom Bubin. © 24Jan60; KK149243.
- SHARADAY CO.**
Birthday certificate. Birthday greeting from Crume's ice cream. © Alvin B. Yerkes, Jr. d.b.a. Sharaday Co.; 1May60; KK151881.
- SHARP, ARCHIE B. ©**
The Beverly Hills citizen is proud to offer to its readers the new official 50-star American flag. (In The Beverly Hills citizen, Feb. 4, 1960, p.8) © 4Feb60; KK149122.
- SHAW-BARTON. ©**
Automemories. Mailing blotters no.4919; 1-12. © 16Nov59; KK148916.
- Automemories. Mailing folders no.4904; 1-12. © 16Nov59; KK148917.
- SHEAFFER (W. A.) PEN CO. ©**
Bold new pen designed for men; PFM. (In The Saturday evening post, Oct. 31, 1959, p.52-53) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 27Oct59; KK149529.
- Christmas, and all year 'round, the Sheaffer cartridge fountain pen is the perfect pen to give; Skripsert. Endorsed by Margaret Durbrow. (In Senior scholastic, Oct. 14, 1959, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Oct59; KK150756.
- Class of 1960 picks the pen of the year, Lady Sheaffer. Endorsed by Barrie Osborn & 3 others. (In Mademoiselle, Aug. 1959, p.151) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Jul59; KK149524.
- Give her the fashion pen of the year; he's writing with the bold new Sheaffer's PFM pen for men. (In Life, Nov. 16, 1959, p.61) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Nov59; KK150758.

SHEAFFER (W. A.) PEN CO.-Con.

Give her the fashion pen of the year; Lady Sheaffer. (In True man's magazine, Dec. 1959, p.90) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Nov59; KK149526.

Give him the bold new pen for men; she's writing with the exciting new Lady Sheaffer Skripsert fountain pens. Paisley. (In Life, Nov. 16, 1959, p.60) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 12Nov59; KK150757.

Here's the newest gift you can choose for a man; PFM. (In True man's magazine, Dec. 1959, p.91) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 19Nov59; KK149525.

I'm Bob Beauregard, a senior at Newton High School, Newton, Massachusetts. Skripsert cartridge fountain pen. (In Senior scholastic, Nov. 18, 1959, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Nov59; KK149527.

It's the \$5 gift-of-the-year; Skripsert cartridge fountain pen. (In The Saturday evening post, Nov. 21, 1959, p.108) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 17Nov59; KK149528.

Now, a fashion fountain pen that writes like a dream; Lady Sheaffer Skripsert. (In National geographic magazine, Sept. 1959, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Sep59; KK150790.

Student leaders tell why they're taking a Sheaffer back to school. Endorsed by Ann Margret Olson & Mike Hegan. (In Life, Aug. 17, 1959, p.2 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Aug59; KK150079.

SHELL OIL CO. ©

Break-in time for thoroughbreds. Allis-Chalmers. (In Business week, May 21, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 20May60; KK152259.

Can you find 10 traffic hazards in this picture? (Safe driving quiz, no.15) (In Maine evening express, Portland, Me., Oct. 5, 1959, p.7) © 5Oct59; KK148112.

Can you find 10 traffic hazards in this picture? (Safe driving quiz, no.16) (In Maine evening express, Portland, Me., Oct. 7, 1959, p.7) © 7Oct59; KK148113.

David's sling at Sleepy Hollow, 10 years later. Columbia University. (In Business week, Mar. 26, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 25Mar60; KK151787.

Half a million gallons into a 45-gallon tank. A. O. Smith Corporation. (In Business week, Apr. 23, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 22Apr60; KK151433.

How to keep moving in a fiery furnace. Olin Mathieson. (In Business week, Jan. 2, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 1Jan60; KK149060.

Leonardo and some Yankee craftsmen. Sikorsky Aircraft Division of United Aircraft Corporation. (In Business week, Feb. 27, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 26Feb60; KK151786.

Strictly on the kinipopo. Libby, McNeill & Libby. (In Business week, June 18, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 17Jun60; KK152258.

SHELLY ASSOCIATES, INC. ©

Distance finder, DF-100-0001. © 23Nov59; KK149039.

SHENANDOAH CANDY CO., INC. ©

Tate's temple orange candy. Net wt. 5 oz. Appl. author: Stanley Nash. © 23Nov59; KK148167.

SHERIDAN PETER PAN STUDIOS, INC. ©

Congratulations from Peter Pan; portraits of your baby are forever. Appl. author: Reich & Kahn, Inc. © 1Mar60; KK149694.

SHERMAN (WALTER M.) & CO. ©

Introducing Mr. Rich, the richest bread in town; now with the big plus. Baked by Cobakco. Appl. author: Walter M. Sherman. © 29Jun60; KK152188.

SHERMAN PAPER PRODUCTS. ©

Master pack no.804, multi-roll dispenser unit. © 8Mar60; KK149485.

SHIELDS, C. CULVER. ©

Silplate. © 28Dec59; KK148578.

SHIRA RECORDS. SEE Gewirtz, Sidney.

SHOE APRON. ©

Shoe apron. Shoe apron solves the old problem of shoe tops being messed up and ruined with paint, dust, dirt, etc. © 15Jan60; KK148192.

SHOW-HOUSE.

Best in the house; homemaking is a fine art. Winter-Seal & others. No.85. (In Good housekeeping, Apr. 1960, p.42) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 17Mar60; KK150196.

Best in the House; the outer signs of inner goodness. Speed Queen & others. No.87. (In Good housekeeping, May 1960, p.58-59) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 18Apr60; KK150715.

Especially recommended. Magnavox & others. No.86. (In House beautiful, Apr. 1960, p.30) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 17Mar60; KK150195.

The perfect office. The Lark, by Studebaker & others. No.88. (In The Saturday evening post, June 4, 1960, p.99) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 31May60; KK151504.

Show-House writes an open letter to home builders and to all home loving families. Puritron & others. No.84. (In The Saturday evening post, Jan. 16, 1960, p.79) © Show-House, a copartnership composed of Jule R. Von Sternberg & Charles H. Albin; 12Jan60; KK148588.

SHULTON, INC. ©

Here it is, a shaving cream built to take the speed of the new super-sharp blades; Old Spice Smooth Shave. (In The Kansas City times, Apr. 23, 1960, p.21) © 23Apr60; KK150951.

In just 15 days you will see how wonderfully Ice helps improve touchy skins that break out; Ice-O-Derm. (In The Ladies' home journal, Feb. 1960, p.129) NM: revision. © 26Jan60; KK148928.

Look, real cream deodorant your fingers need never touch; Desert Dri. (In Glamour, June 1960, p.35) Appl. author: Benton & Bowles, Inc. © 20May60; KK152041.

SILEX CO. ©

It's ice cream time; freezer. © 29Feb60; KK151091.

SILVER, IRVING. ©

The silver dollar plan. Lander Motors. © 15Jan60; KK149192.

SILVER-K CORP. ©

Old Holland beer shampoo. Contents 4 fl. ozs. © 10Oct59; KK148256.

SIMMONS, LEONARD E. ©

Spinning star; listen for it to si. © 16Dec59; KK149573.

SIMMONS-BOARDMAN PUB. CORP. ©

The builder's market is expanding; reader's service card. American builder. © 1Jun60; KK151530.

SIMMONS CO. ©

Anyone who can lie down is a Beautyrest prospect. Mattress. (In Home furnishings daily, Sept. 14, 1959, p.5) Appl. author: Young & Rubicam, Inc. © 14Sep59; KK148009.

The backbone is connected to the money belt. Back Care; orthopedic-type mattress. (In Home furnishings daily, Sept. 28, 1959, p.5) Appl. author: Young & Rubicam, Inc. © 28Sep59; KK148008.

Big news from Simmons; the Beautyrest Adjust-A-Bed. (In Life, Nov. 16, 1959, p.16-17) Appl. author: Young & Rubicam, Inc. © 12Nov59; KK148819.

Doctor, to help your backache patients ... Simmons has invented a new kind of orthopedic-type mattress, Back Care with built-in bedboard. [Family bathing dog in tub] (In Journal of A.M.A., Aug. 15, 1959, p.251) Appl. author: Young & Rubicam, Inc. © 12Aug59; KK148013.

Doctor, to help your backache patients ... Simmons has invented a new kind of orthopedic-type mattress, Back Care with built-in bedboard. [Leaf burning scene] (In Journal of bone & joint surgery, Oct. 1959, p.24) Appl. author: Young & Rubicam, Inc. © 5Oct59; KK147997.

For the first time, formal living-room furniture with personalized comfort; Comfortore construction. (In House beautiful, Oct. 1959, p.30-31) Appl. author: McCann-Erickson, Inc. © 22Sep59; KK151900.

Hear about Bullard and the 36 Beautyrests? Mattresses. (In Home furnishings daily, Dec. 4, 1959, p.3) Appl. author: Young & Rubicam, Inc. © 4Dec59; KK148823.

I'm crying on the outside, but inside I'm getting an ulcer. Beautyrest mattress. (In Home furnishings daily, Nov. 16, 1959, p.5) Appl. author: Young & Rubicam, Inc. © 16Nov59; KK148824.

Is a mattress causing your backache? Back Care mattress with built-in bedboard. (In Today's health, Aug. 1959, p.7) Appl. author: Young & Rubicam, Inc. © 31Jul59; KK148017.

Is a mattress causing your backache? Back Care with built-in bedboard. (In The Reader's digest, Sept. 1959, p.195) Appl. author: Young & Rubicam, Inc. © 21Aug59; KK148014.

New fashions in living with Hide-A-Bed, the only convertible sofa with real sleeping comfort. The safari influence. (In Ladies' home journal, Mar. 1960, p.17) Appl. author: McCann-Erickson, Inc. © 25Feb60; KK152015.

New fashions in living with Hide-A-Bed, the only convertible sofa with real sleeping comfort by Simmons. Modern classic. (In Better homes & gardens, May 1960) Appl. author: McCann-Erickson, Inc. © 21Apr60; KK151899.

New fashions in living with Hide-A-Bed, the only convertible sofa with real sleeping comfort by Simmons. Natchez revival. (In Better homes & gardens, Mar. 1960, p.26) Appl. author: McCann-Erickson, Inc. © 18Feb60; KK151898.

New fashions in living with Hide-A-Bed, the only convertible sofa with real sleeping comfort by Simmons. The international look, a dashing new kind of decorating. (In Ladies' home journal, May 1960, p.124) Appl. author: McCann-Erickson, Inc. © 28Apr60; KK152016.

New from Simmons; quilted Beautyrest. Mattress. (In Life, Mar. 21, 1960, p.56-57) Appl. author: Young & Rubicam, Inc. © 17Mar60; KK151008.

Now, nation wide; America's leading stores present Simmons top 10 sale. Belaire Studio & 9 other Hide-A-Bed sofas. (In The Saturday evening post, Feb. 20, 1960, p.52-53) Appl. author: McCann-Erickson, Inc. © 16Feb60; KK151903.

Only Hide-a-Bed gives you real sleeping comfort by Simmons plus a truly fashionable sofa. (In Look, Sept. 15, 1959) Appl. author: McCann-Erickson, Inc. © 15Sep59; KK151901.

Only Hide-A-Bed gives you real sleeping comfort by Simmons plus a truly fashionable sofa. The eight foot Longview. (In Look, Oct. 27, 1959) Appl. author: McCann-Erickson, Inc. © 13Oct59; KK151902.

Some salesmen are doing a great job, but not for the store. Beautyrest; mattress. (In Home furnishings daily, Aug. 17, 1959, p.5) Appl. author: Young & Rubicam, Inc. © 17Aug59; KK148010.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back; mattress. [Maid lying on bed in hotel room] (In Life, Oct. 12, 1959, p.6) Appl. author: Young & Rubicam, Inc. © 8Oct59; KK148021.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back; mattress. [Woman lying on bed in stateroom] (In McCall's, Apr. 1960, p.177) Appl. author: Young & Rubicam, Inc. © 21Mar60; KK150998.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back; mattress. [Woman lying on bed in unfinished painted room] (In McCall's, Mar. 1960, p.221) Appl. author: Young & Rubicam, Inc. © 21Feb60; KK151011.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. [Woman lying on bed in preparation for party] (In Life, Nov. 2, 1959, p.43) Appl. author: Young & Rubicam, Inc. © 29Oct59; KK148820.

The temptation of Beautyrest, another story about the kind of comfort that's kind to your back. [Woman outstretched on stripped bed; basket of linen on floor] (In McCall's, May 1960, p.9) Appl. author: Young & Rubicam, Inc. © 21Apr60; KK151952.

The temptation of Beautyrest, another story of the mattress where comfort begins and backache ends. [Man lying on bed; articles spread on floor] (In Ladies' home journal, Aug. 1959, p.42) Appl. author: Young & Rubicam, Inc. © 30Jul59; KK148018.

The temptation of Beautyrest, another story of the mattress where comfort begins and backache ends. [Mother & baby lying on bed] (In Ladies' home journal, Sept. 1959, p.149) Appl. author: Young & Rubicam, Inc. © 27Aug59; KK148015.

What this business needs is more horizontal salesmanship. Beautyrest mattress. (In Home furnishings daily, Oct. 26, 1959, p.7) Appl. author: Young & Rubicam, Inc. © 26Oct59; KK148011.

You just lie there, the bed sits up; Beautyrest Adjust-A-Bed. (In Home furnishings daily, Oct. 12, 1959, p.10-11) Appl. author: Young & Rubicam, Inc. © 12Oct59; KK149938.

SIMPLICITY PATTERN CO., INC. ©

Everywoman's family circle magazine features Simplicity separates in batik prints. 3295. (Large poster) © 1May60; KK151467.

If you sew, the new Simplicity magazine is a must. (Double poster) © 1Jan60; KK148700.

Just off the press; the first totally new fashion magazine in a decade. (Large poster) © 1Jan60; KK148702.

Porcelain tones, paled to new elegance. 3393; 3417; 3382. (Double poster) © 1Feb60; KK149290.

Printed patterns; simple-to-make. 3397; 3418. (Chain store poster) © 1Feb60; KK149500.

Printed patterns. 3559; 3545. (Chain store poster) © 1Jun60; KK152262.

Printed patterns. 3524; 3531. (Chain store poster) © 1May60; KK151466.

Printed patterns. 3489; 3501. (Chain store poster) © 1Apr60; KK151465.

Printed patterns. 3444; 3451. (Chain store poster) © 1Mar60; KK150132.

Printed patterns. 3339; 3379. (Chain store poster) © 1Jan60; KK148699.

The proportioned classic. 3574. (Large poster) © 1Jun60; KK152264.

Simplicity. 3489. (Large poster) © 1Apr60; KK151470.

Simplicity. 3444; 3457. (Large poster) © 1Mar60; KK150134.

Simplicity. 3478. (Large poster) © 1May60; KK151468.

Simplicity. 3426; 3431; 3338; 3430. (Double poster) © 1Mar60; KK150135.

Simplicity. 3422. (Large poster) © 1Mar60; KK150133.

Simplicity. 3386. (Large poster) © 1Feb60; KK149291.

Simplicity. 3350; 3472; 3467. (Double poster) © 1Apr60; KK151471.

Simplicity. 3348. (Large poster) © 1Jan60; KK148701.

Simplicity. 3395. (Large poster) © 1Feb60; KK149292.

Simplicity fashions to sew with remnants. 3479; 1846; 3480; 3424; 3114; 3531. (Banner poster) © 1Jun60; KK152263.

Simplicity stripes for summer fun. 3516; 3520; 3513. (Double poster) © 1May60; KK151469.

Simplicity summer issue now on sale. (Large poster) © 1Apr60; KK151742.

Your first spring dress, delicious in fruit tones. 3356; 3370; 3371; 3349. (Double poster) © 1Jan60; KK148703.

SINALCO AMERICAN CORP. ©

Fresh fruit flavor, naturally. Carton. Appl. author: George F. Church. © 20May59; KK150164.

SI-NEL PUB. CO.

Reaction, a common experience in the process of regaining health. © Si-Nel Pub. Co., Sid E. Williams, owner; 12Nov59; KK148286.

SINGER MANUFACTURING CO. ©

Add sales appeal to your garments with Hook-Flex, the quality hook and eye closure. Apply Hook-Flex with Singer 710W automatic machines. Form no. 1300MT (1059) © 30Oct59; KK149063.

Button robot automatic feeder.

Form no.1305MT (959) © 2Nov59; KK150101.

Class 451K high-speed, single-needle lockstitch machines. Form no. 1307EMT (959) © 15Sep59; KK150100.

Class 331K machines, single needle lockstitch. Form no.1306EMT(1059) © 9Oct59; KK150103.

410W11, for single thread chain-stitching, with or without trimming. Form no.1272MT (950) © 2Nov59; KK149061.

New Singer 251-21 short arm; single-needle lockstitch machine. Form no.1310MT (1059) © 2Nov59; KK150102.

New Singer 253-311 machine, three needle-two thread chainstitch. (Form no.3366MT) © 3Jun60; KK152267.

Now, improved models of the most popular single-needle lockstitch machine in the world; 251 class. Form no. 1308MT (1059) © 2Nov59; KK149062.

140w2 machine; attractive, decorative, fagoting and feather stitching. Form no.1297MT(659) NM: illus. © 18Jun59; KK150104.

Recipe for a dress exclusively yours; individual measurement chart. (In Welek fabric catalogue, fall-winter 1959) © 8Sep59; KK148512.

Sew faster, sew easier, make tailoring much more profitable with Singer series 9 electric transmitters, series 8 electric motors. Form no. 1292EMT (1059) © 16Sep59; KK149064.

SKIBA ADVERTISING CO. ©

Laughs lick sales resistance. Glamour girls. Appl. author: Otto T. Siroky. © 23Jan46; KK148169.

SKINNER (WILLIAM) & SONS. ©

The material distinction is Skinner. (In Daily news record, Mar. 21, 1960, p.4) © 21Mar60; KK150154.

SMETHPORT SPECIALTY CO. ©

Magnetic sketch set. Four toys in one with this sliding drawing board. © 12May60; KK151136.

SMILE RECORD CO. ©

Smile. Appl. author: Kenneth Burl Maines. © 17Mar60; KK150740.

SMITH (A. O.) CORP. ©

Permaglas mechanized bulk handling units for chemicals. Bulletin MU-104. NM: additions. © 14Sep59; KK148033.

Permaglas mechanized bulk handling units for feed ingredients. Bulletin MU-105. NM: additions. © 14Sep59; KK148036.

Permaglas mechanized bulk handling units for flour. Bulletin MU-106. NM: additions. © 14Sep59; KK148034.

Permaglas mechanized bulk handling units for sugar. Bulletin MU-102-A. NM: additions. © 14Sep59; KK148035.

SMITH, ALEXIS W. ©

The imaginative touch of Alexis is reflected in the collection ... at the national shoe fair; original sculpture in metal. (In Boot & shoe recorder, Oct. 15, 1959, p.115) © 10Oct59; KK149031.

The originality of Alexis again assures the pre-eminence of dress ups and sparkle toes. (In Boot and shoe recorder, Apr. 1, 1960, p.55) © 1Apr60; KK152047.

SMITH, ERNA S. SEE Fruzola Co.

SMITH, J. FISH. SEE Fruzola Co.

SMITH, MENLO F. SEE Fruzola Co.

SMITH, V. R. SEE Chat Packing Co.

SMITH KLINE & FRENCH LABORATORIES. ©
Compazine brand of prochlorperazine.
© 29Mar60; KK150077.

SMOOTH-ON MANUFACTURING CO. ©
Aluminum Metalset A4 in self-metering
tubes. Appl. author: William A.
Cather III. © 11Jan60 (in notice:
1959); KK149088.

SNYDER'S BAKERY SERVICE, INC. ©
Peasant bread, a rough whole-grain
bread. Standard loaf min. net wt.
15 oz. © 24Jun60; KK152068.

SOCIETY LINGERIE CO. ©
Introducing the Glad Sack, a happy,
happy garment for lounging, sleeping
or active work and play. © 23Jan60;
KK149242.

SOCKE-T-ENNA CORP. ©
Socke-T-Enna with new scientific con-
struction features for out-of-this-
world TV reception. © 30Mar59;
KK147946.

SORENSEN, E. R. ©
Multiplication mastery; practice un-
limited, wipe off answers. (Magic
card, no.MM2) NM: additions.
© 3Apr60; KK151432.

SOUTHERN STATES DISTRIBUTING CO. ©
Wishy Wash, all purpose detergent.
Net weight 2 pounds 15 ounces.
© 13Jan60; KK148732.

SOUTHWESTERN STAMP WORKS.
Fast deliveries on decals; exact re-
quirements; Scotchlite or water
types. © Southwestern Stamp Works,
R. O. Burbidge, partner; 15Jan59;
KK149440.

SPALDING (A. G.) & BROS., INC. TOY
TINKERS DIVISION. ©
Tinkertoy; 1000 toys in one. No.96.
43 pieces. © 1Jan60; KK148518.

SPANG, CARL F.
The importance of ground beef. SEE
Needham Manufacturing Co., Inc.

SPECIALTY ADVERTISING SERVICE, INC. ©
Sunoco blend selector for the fuel
that fits your car; Blue Sunoco.
Appl. author: Robert L. Weil.
© 16Jun60; KK152023.

SPE-DE-WAY PRODUCTS CO., INC. ©
Trans-Kote B-72 crystal clear wood
finish. 1 U.S. gal. Appl. author:
Walter N. Sommer. © 19Feb60;
KK149252.

SPENCE, MRS. E. K. SEE Hollingsworth
Products Co.

SPENCE ENGINEERING CO., INC. ©
Hycar diaphragms with nylon insert.
(Form no.S.P.P.-15) © 24Dec59;
KK150500.
Installation, operating and maintenance
instructions for type EN34 differen-
tial pressure regulators. (Form
S.I.O.I.-47) © 25Mar60; KK150504.
Installation, operating & maintenance
instructions for type EX2D series
liquid level regulators. (Form no.
S.I.O.I.-24) © 30Dec59; KK150503.
Instructions for types ET124 and ET134
temperature regulators. (Form no.
S.I.O.I.-41) © 30Dec59; KK150502.
Non-metallic diaphragm summary, hycar
nylon insert. (Form no.S.P.P.-16)
© 24Dec59; KK150501.
Parts price list, pressure safety
pilot. April 1, 1959. (Form
S.P.P.-54) © 17Mar60; KK150509.

Questions and answers about temperature
control. (Form no.S.E.M.-11)
© 8Apr60; KK150505.

Valve setting instructions for pressure
safety pilot. (Form no.S.I.O.I.-42)
© 17Mar60; KK150508.

Valve setting instructions for type
F14 pressure pilot. (Form no.
S.I.O.I.-44) © 17Mar60; KK150506.

Valve setting instructions for type
F14 series pressure pilot. (Form
no.S.I.O.I.-43) © 17Mar60;
KK150507.

SPENCER GIFTS, INC. ©

This is the story of how a man built
a \$200 investment into a mail order
business doing over \$3,000,000 year-
ly. (In Cavalier magazine, Feb.
1960, p.10-11) © 29Dec59; KK150828.

SPIRATONE, INC. ©

Accura Coilomatic 5 ft. natural rubber
coiled cords. Appl. author:
S. Franklin Spira. © 4Jan60;
KK148656.

For the dark room; enlarging lenses.
Silver screen slide tray case [&
other items] (In U.S. camera, May
1960, p.114-115) Appl. author:
S. Franklin Spira. © 1Apr60;
KK151127.

For the twinlens reflex fan; Rolleiflex
minolta autocord. Magnifying
hoods [& other items] (In U.S.
camera, July 1960, p.115) Appl.
author: S. Franklin Spira.
© 1Jun60; KK151817.

Silver screen slide tray case.
Accessories for photography. (In
U.S. camera, June 1960, p.113)
Appl. author: S. Franklin Spira.
© 1May60; KK151119.

SPRAY AWAY GRAY, LTD. ©

Twelve men and women will disappear the
gray in their hair with this carton
of 12 8-ounce Spray Away Gray.
© 15Jan60; KK149194.

SQUIRT CO. ©

Happy-up your '60 sales with Squirt.
(In Bottling industry, Jan. 26,
1960, p.7) © 26Jan60; KK150456.

More Jack in the cash box. (In Mid-
continent bottler, Dec. 1959, p.25)
© 5Dec59; KK150568.

Squirt bowling over new customers, new
markets, scoring bigger sales gains
everywhere. (In Bottling industry,
Mar. 22, 1960, p.46) © 22Mar60;
KK151223.

See you at the ABCB convention;
the drink with the happy taste.
(In Bottling industry, Nov. 3,
1959, p.105) © 3Nov59; KK150457.

STALEY (JESSE E.) MANUFACTURING.

Gro-Hair-Bac hair grower. Contents,
6 fluid oz. © Jesse E. Staley (in
notice: Jesse E. Staley, Mfg.);
11May60; KK151602.

STANDARD FRUIT PRODUCTS CO. ©

Orange drink. One quart liquid.
© 22Feb60; KK150380.

STANDARD INSTRUMENT CORP. ©

Application and installation data.
TTF time totalizers, TRTJ time
recorders. © 5May59; KK149142.

STANDARD OIL CO. (INDIANA) ©

N-rich your soil, side dress with
Standard's quality anhydrous ammonia.
(In Prairie farmer, May 7, 1960, p.9)
© 7May60; KK151113.

N-rich your soil with Standard's
quality anhydrous ammonia. (In
Prairie farmer) © 19Mar60;
KK149914.

STANLEY BUILDING SPECIALTIES. ©

Model 45 and 46 all-aluminum vent-lock
awning window. © 10May60; KK151968.

STANLEY HOME PRODUCTS, INC. ©

How I made money to put my daughter
through college. Hostess parties.
Stanhome. (In Ladies' home journal,
May 1960, p.4) © 28Apr60; KK151019.

You pay nothing for your choice of
these exquisite dresser sets; hostess
parties. Stanhome. (In Good house-
keeping, Apr. 1960, p.187)
© 21Mar60; KK149973.

STANTHONY CORP. ©

Air fresh, no-duct filter vent.

Appl. author: E. V. Bogert.
© 22Feb60; KK149327.

Electramic built-in char-broiler.
Drop-in model 58-D. Appl. author:
E. V. Bogert. NM: revision.
© 28Jan60; KK148633.

Electramic twin-unit char-broiler,
deluxe 110/220 volt stack-on model
57B. Appl. author: E. V. Bogert.
© 28Jan60; KK149030.

Installation instructions, Stanthony
57B Electramic broiler. Appl. au-
thor: E. V. Bogert. © 5Feb60;
KK148864.

Manufacturer offers appliance dealers
full 40% profit on big-ticket items.
(Appliance dealer folder) (Form
no.ST 7-15) Appl. author: E. V.
Bogert. © 4Mar60; KK150738.

Popular economy model with Stanthony
dependability; ventilating hoods.
Appl. author: E. V. Bogert.
© 22Feb60; KK149325.

Two outstanding values; Mel-O-Air
ventilating hoods. XI00; Space-
Miser. Appl. author: E. V. Bogert.
© 22Feb60; KK149326.

Ventilating hoods; custom series.
Aristocrat; Provincial. Appl. au-
thor: E. V. Bogert. © 19Jan60;
KK148602.

Ventilating hoods; 400 series.
Provincial; Aristocrat. Appl. au-
thor: E. V. Bogert. NM: revision.
© 19Jan60; KK148601.

STAR PRODUCTS MANUFACTURING CO. ©

Carburetors; 1960. © 10Mar60;
KK149481.

STAR-KIST FOODS, INC. ©

Sea dogs; easy to fix with Star-Kist
tuna. (In Life, June 20, 1960,
p.62) Appl. author: Leo Burnett
Co., Inc. © 16Jun60; KK152026.

You'll like Star-Kist tuna, too.
Fisherman with kiss print on cheek.
(In Life, June 6, 1960, p.65) Appl.
author: Leo Burnett Co., Inc.
© 2Jun60; KK151735.

STATE NATIONAL BANK OF EL PASO (TEX.)

Be a drive-in depositor. (In The
El Paso herald-post, Mar. 28, 1960,
p.7) Appl. author: Sidney T. Strain,
Jr. © State National Bank of El
Paso; 28Mar60; KK150685.

It only hurts for a little while.
(In The El Paso times, Apr. 17,
1960, section 2, p.3) Appl. author:
Sidney T. Strain, Jr. © State
National Bank of El Paso; 17Apr60;
KK150682.

The merry-go-round broke down. (In The
El Paso herald-post, Apr. 11,
1960, p.4) Appl. author: Sidney T.
Strain, Jr. © State National Bank
of El Paso; 11Apr60; KK150683.

Money to burn. (In The El Paso times,
Apr. 24, 1960, section 2, p.3)
Appl. author: Sidney T. Strain, Jr.
© State National Bank of El Paso;
24Apr60; KK150722.

Our motor bank makes horse sense.

(In The El Paso times, Oct. 25, 1959, section 2, p.7) Appl. author: Sidney T. Strain, Jr. © State National Bank of El Paso; 25Oct59; KK148236.

Quick relief from headaches. Safe deposit box. (In El Paso times, Nov. 1, 1959, section 1, p.7) Appl. author: Sidney T. Strain, Jr. © State National Bank of El Paso; 1Nov59; KK148238.

The treasure everyone can find. (In The El Paso herald-post, Apr. 4, 1960, p.5) Appl. author: Sidney T. Strain, Jr. © State National Bank of El Paso; 4Apr60; KK150684.

STAUFFER LABORATORIES, INC. ©

4 free gifts for you. Plastic chair & 3 other accessories. © 24Feb60; KK149530.

Menus fit for a queen. Home reducing plan. © 1Mar60; KK149289.

Your figure, you can't remake it overnight, by B. H. Stauffer. (In Vogue, Apr. 15, 1960, p.67) Appl. author: Foote, Cone & Belding. © 15Apr60; KK151463.

STEARNS' ELECTRIC PASTE CO. ©

Electric brand paste; kills rats, mice, roaches, overnight. Net wt. 2 ozs. NM: revision. © 26Nov58; KK149065.

STECO CORP. ©

Tap Magic, a cutting fluid for drilling, reaming, tapping. Appl. author: V. Edward Smith. © 4Feb60; KK148995.

Tap Magic, a cutting fluid for drilling, reaming, tapping. Appl. author: V. Edward Smith. Prev. reg. KK148995. NM: revision. © 15Mar60; KK149552.

STEPPER, INC. ©

Deliver a completely packaged paper every day; Paper Boy automatic packaging machine. Appl. author: Robert Hanger. © 7Mar60; KK149952.

STERLING BEER.

For an extra helping of fun and flavor, pour yourself a Sterling time. (In The Evansville courier, Mar. 14, 1960, p.11) © Sterling Beer, accept- ed alternative designation of Sterling Brewers, Inc. (in notice: Sterling Beer); 14Mar60; KK150861.

STERLING BREWERS, INC. SEE Sterling Beer.

STIEFEL LABORATORIES, INC. ©

Logical new dermatological helps solve the mystery of acne therapy; Brasiivol. (In New York medicine, Feb. 5, 1960, p.99) Appl. author: Mortimer Lowell Co., Inc. © 5Feb60; KK148975.

STILLER, WILLIAM B. ©

Little Octopus is an amazing new kind of soap holder. Directions. © 1Apr60; KK150337.
Little Octopus, the vacuum cup soap holder. © 1Apr60; KK150336.
New, glitter Quikoin coin holder. © 4Jan60; KK148149.

STONCO ELECTRIC PRODUCTS CO. ©

Modern new idea in outdoor lighting; weatherproof. Award series. Form no. AS1059. © 15Oct59; KK148460.

STOUT SIGN CO. ©

The value of metal signs. © 12Apr60; KK151578.

STOW MANUFACTURING CO. ©

Concrete roller. (Bulletin 603) Appl. author: Clarence F. Hotchkiss. © 1Mar60; KK151234.

Grinding concrete. Form 5922.

Appl. author: Clarence F. Hotchkiss, Jr. © 1Dec59; KK149015.

How to select the right vibrator for that next construction job. (Bulletin 609) Appl. author:

Clarence F. Hotchkiss, Jr. © 1Apr60; KK151237.

If you don't see it, ask for it.

Concrete equipment. (Bulletin 606) Appl. author: Clarence F. Hotchkiss. © 1Apr60; KK151236.

New from Stow; T-18A tamper.

(Bulletin 601) Appl. author: Clarence F. Hotchkiss, Jr. © 1Feb60; KK151233.

Smoothest working trowel I've ever handled. (Bulletin 605) Appl. author: Clarence F. Hotchkiss. © 1Apr60; KK151235.

Synchro-tamper for more efficient

vibratory compaction. (Bul. 593)

Appl. author: Clarence F. Hotchkiss, Jr. © 20Jan60; KK149016.

T-18A tamper for more efficient vibratory compaction. (Bulletin 593) Appl. author: Clarence F. Hotchkiss. © 1Jan60; KK151238.

STRAUSS (L.) & CO., INC. ©

Big 'n little Hoosier, all-wool three-season coats. (In The Indianapolis star, Mar. 31, 1960, p.10) Appl. author: Elliot V. Kronish. © 31Mar60; KK150733.

STRIETMANN BISCUIT CO., division of the UNITED BISCUIT CO. OF AMERICA. SEE United Biscuit Co. of America.

STROHMMEYER & ARPE CO. ©

The frame of fame for Portugal's perfection pack; Marie Elisabeth skinless & boneless sardines. © 4Jan60; KK148101.

STURGIS POSTURE CHAIR CO. ©

All-purpose fiber glass chairs.

Model 20 & 14 other models.

Appl. author: John Louis Mann.

© 1Jan60; KK148812.

All-purpose fiber glass chairs.

Price list and quantity discount

schedule. January 20, 1960.

Appl. author: John Louis Mann.

© 20Jan60; KK148813.

SUBURBAN CLASSIFIED DIRECTORY CORP. SEE Answering Telephone Service of New York. Blue Circle Telephone Answering Service.

SUCHARD HOLDING SOCIETE ANONYME. ©

Centenary cream enriched milk chocolate.

Germany. 3 1/2 oz. net wt.

© 25Nov55; KK150074.

Sumela milk, honey & almond chocolate.

Argentina. 3 1/2 oz. net wt.

© 4Aug52; KK150075.

SUMMIT LABORATORIES.

New, improved instructions for using wonderful new Hair Strate. © Hair Strate, Inc. d.b.a. Summit Laboratories; 12Jun59; KK148239.

SUN ELECTRIC CORP. ©

Expert engine service with satisfaction guaranteed. (In Popular mechanics, Jan. 1960, p.253) Appl. author: Hanson & Stevens, Inc. © 29Dec59 (in notice: 1960); KK150978.

SUNBEAM CORP. ©

Amazing new cleaner gets more dirt faster; dual deluxe vacuum cleaner. (In Good housekeeping, Feb. 1960, p.10) © 19Jan60; KK151767.

America's newest, most powerful; 30% more power. Dual deluxe vacuum cleaner. (In McCall's, Apr. 1960, p.144) © 21Mar60; KK151759.

The best electric appliances made; deluxe Sunbeam automatic Mixmaster mixer. (In Good housekeeping, Apr. 1960, p.11) © 17Mar60; KK151758.

The best electric appliances made.

Only the deluxe Sunbeam automatic Mixmaster mixer gives you all these advantages; automatic Mixmaster hand mixer. (In Look, Sept. 15, 1959, p.2) © 1Sep59; KK148752.

The best electric appliances made; only the Sunbeam radiant control toaster is completely automatic to give you all these advantages. Automatic percolator. (In Good housekeeping, Oct. 1959, p.11) © 22Sep59; KK148755.

The best electric appliances made; only the Sunbeam radiant control toaster is completely automatic to give you all these advantages. (In Look, July 21, 1959, p.4) © 7Jul59; KK148753.

The best gift appliances made. Deluxe Sunbeam automatic Mixmaster mixer [& other products] (In Look, Dec. 8, 1959, p.4) © 24Nov59; KK148754.

Carefree underarm and leg care, new Elegance Lady Sunbeam electric shaver. (In Sr. scholastic magazine, Apr. 6, 1960, p.36) © 4Apr60; KK151760.

Exclusively designed Sunbeam 4-cycle engines, greater sustained horsepower with automatic flyball governor; power mowers. (In House & garden, May 1960, p.193) © 20Apr60; KK151764.

For better giving; Sunbeam, the best electric appliances made. Frypan [& other products] (In Good housekeeping, Dec. 1959, p.10-11) © 17Nov59; KK148757.

For real shaving comfort, automatic self-adjusting rollers; Rollmaster electric shaver. (In Sr. scholastic magazine, Mar. 9, 1960, p.26) © 7Mar60; KK151757.

A gift you can really use, Elegance Lady Sunbeam electric shaver. (In Sr. scholastic magazine, May 11, 1960, p.46) © 9May60; KK151766.

Great gift for Father's Day and graduation; Rollmaster electric shaver. (In Sr. scholastic magazine, Apr. 20, 1960, p.29) © 18Apr60; KK151762.

It's Sunbeam time; decorative wall clocks. (In The Saturday evening post, Apr. 23, 1960, p.3) © 19Apr60; KK151763.

It's Sunbeam time; electric alarm clocks. (In The Saturday evening post, May 7, 1960, p.3) © 3May60; KK151765.

Millions of raindrops at your fingertips, automatically; Rain King, the best sprinklers made. Traveling model K20 & 3 other models. (In House & garden, June 1960, p.21) © 20May60; KK151830.

New, exclusive 11' angle scissor-like shaving action; Rollmaster electric shaver gives best shaving results. (In Home furnishings daily, Feb. 15, 1960, p.32-33) © 1Mar60; KK151755.

New, exclusive 11' angle scissor-like shaving action; Rollmaster electric shaver gives closest, fastest shaves. (In Time, Apr. 18, 1960, p.14) © 13Apr60; KK151761.

New, Lady Sunbeam deluxe controlled heat hair dryer. (In Look, Mar. 15, 1960, p.4) © 1Mar60; KK151756.

Only the deluxe Sunbeam automatic Mixmaster mixer gives you all these advantages. Mixmaster hand mixer. (In Good housekeeping, Nov. 1959, p.10) © 20Oct59; KK148756.

Start every day right with Sunbeam, the best electric appliances made. Automatic percolator; radiant control toaster. (In Look, Jan. 5, 1960, p.2) © 22Dec59; KK151768.

Timely gifts for everyone; give Sunbeam time. Decorative clocks [& other styles] (In The American weekly, Nov. 29, 1959, p.3) © 29Nov59; KK148758.

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SUNSWEET GROWERS, INC. ©
Visions of sugarplums. 15 delightful ways to serve Sunsweet prunes. (In Coronet, Feb. 1960, p.73-80) Appl. author: Margot Shore Fisher. © 19Jan60 (in notice: 1959); KKL151479.

SUPERIOR ELECTRIC CO. ©
A completely new concept of variable transformer design; operating principals of the H-C series Powerstat variable transformers. (Powerstat H-C series data sheet, no.1) © 28Mar60; KKL151176.
A do-it-yourself transformer; Flexiformer, packaged transformer primary. (Bulletin TP659) © 15Jun59; KKL149672.

Home lighting with Luxtrol light controls. © 8Apr60; KKL151180.

The new Excel loading reactor; type LR2. © 18Mar60; KKL151184.

New, Powerstat decade line corrector; type DCL1005. © 18Mar60; KKL151181.

Now available, motor-driven 116-216, 117-217, 126-226 series Powerstat variable transformers. © 22Mar60; KKL151178.

Powerstat variable transformers, the new 10B series. (Bulletin P159) © 19Mar59; KKL149673.

Slo-Syn synchronous motors; now, 4 new types. © 18Mar60; KKL151179.

Slo-Syn synchronous motors used as d-c stepping motors. (Slo-Syn data sheet, no.1) © 18Mar60; KKL151182.

Stabiline automatic voltage regulators, the new EMK series. © 18Mar60; KKL151177.

Supercon electrical connectors. (Bulletin PR259) © 15Jun59; KKL149674.

Supercon electrical connectors. (Bulletin PR259-1) © 18Mar60; KKL151183.

Supercon electrical connectors; 25 & 250 ampere types. © 18Mar60; KKL151185.

SUPERIOR PLASTICS, INC. ©
The thinking man; life-size human skull. © 12Feb60; KKL149247.
The thinking man; life-size human skull. Complete. No.9000. © 12Feb60; KKL149248.

SUTHERLAND PAPER CO. ©
Raspberry sherbet. No.683-20SA. 1/2 gal. liquid. © 7Mar60 (in notice: 1958); KKL151175.

SUTONE CORP. ©
Mirror Kibitzer shapes. S-423. © 26Feb60; KKL150925.

SWART, JOHN H. ©
S-w-art mache, the new paper mache modelling medium. Approx. wt. 5 1/2 oz. © 7Apr60; KKL150987.

SWEENEY, KRIST & DIMM. ©
For gay and beautiful color in your home and garden, plant spring flowering bulbs. © 8Jun60; KKL151738.
The home landscapers 1960 handbook. © 19Feb60; KKL151551.
Modern gardening, 1960. © 19Feb60; KKL151552.
Roses for 1961. © 8Jun60; KKL151739.
You just can't beat iris; they're colorful, dependable, easy to grow. © 7Apr60; KKL150435.

SWINGLINE, INC. ©
Tot 50 stapler. Complete with 1000 chisel pointed staples. © 2Jan57; KKL150952.

SWINGLINE INDUSTRIAL CORP. ©
New, Swingline industrial heavy-duty pneumatic gun. © 8Apr60; KKL150359.

TBC. SEE Borden Co.

TDCO. SEE Dow Chemical Co.

T. I. SEE Tires, Inc.

T. I. N. CO., INC. SEE International Nickel Co., Inc.

TMR INC. SEE Ther-Mo Roof, Inc.

T.P.C. SEE Pillsbury Co.

T.P. CO. SEE Pfeiffer Co.

TRB CO. SEE Timken Roller Bearing Co.

TABLET & TICKET CORP. ©
T & T changeable letter signs. Catalog no.60. Appl. author: George Willson Hughes. © 9Oct50; KKL148545.

TAILBY-NASON CO., INC. ©
Remember, where Betadine is infection can't be. P-6073. © 8Dec59; KKL149812.

TAIT MANUFACTURING CO. ©
For the latest, the greatest, the most modern water pump ever, choose a Rapidayton submersible pump. © 15Apr60 (in notice: 1959); KKL150906.

Old Rapidayton pumps never die without your help; go after the growing and profitable replacement market. Champion jet; two-wire submersible. (In Implement & tractor, May 14, 1960, p.105) © 14May60; KKL151699.

TALMAN FEDERAL SAVINGS & LOAN ASSN. OF CHICAGO. ©
Talman at \$300 million, a public endorsement. (In Chicago daily tribune, Dec. 22, 1959, pt.1, p.11) © 22Dec59; KKL148061.

TASLER, NORMAN A. SEE Barkley Comic Art.

TAYLOR (THOMAS) & SONS. ©
Accent from abroad; Shugor. (In Boot and shoe recorder, Mar. 15, 1960, p.53) Appl. author: Ralph A. Parker. © 15Mar60; KKL150040.
The best shoes are gored shoes, the best gore is Shugor; High Risers for men. (In Footwear news, Dec. 11, 1959, p.87) Appl. author: Ralph A. Parker. © 11Dec59; KKL148613.

Combine top styling with top line comfort with Shugor Taylored Top-lines. (In Footwear news, Feb. 26, 1960, p.36) Appl. author: Ralph A. Parker. © 26Feb60; KKL149551.

The continental styling of the popular new Hi-Riser casual is made practical with Shugor. (In Boot and shoe recorder, Apr. 15, 1960, p.79) Appl. author: Ralph A. Parker. © 15Apr60; KKL150676.

Dawhide, better than rawhide impregnated fabric, laces. (In Leather & shoes, Jan. 23, 1960, p.36) Appl. author: Ralph A. Parker. © 23Jan60; KKL148637.

Dress shoe dawhide impregnated fabric laces. (In Boot & shoe recorder, Dec. 1, 1959, p.28) Appl. author: Ralph A. Parker. © 1Dec59; KKL148198.
Flatties fashioned for fun and frolic, by the Shugor Taylor. (In Boot and shoe recorder, May 15, 1960, p.16) Appl. author: Ralph A. Parker. © 15May60; KKL151478.

Hi-Risers, Taylored for comfort and eager action; Shugor. (In Boot and shoe recorder, June 15, 1960, p.34) Appl. author: Ralph A. Parker. © 15Jun60; KKL152067.

Shugor, the best costs so little. (In American shoemaking, Dec. 9, 1959, p.2) Appl. author: Ralph A. Parker. © 9Dec59; KKL148199.

Taylored Bootees for fall. (In Leather and shoes, May 14, 1960, p.84) Appl. author: Ralph A. Parker. © 14May60; KKL152066.

Thar's gold in them Flatties; Shugor. (In Leather and shoes, Apr. 16, 1960, p.34) Appl. author: Ralph A. Parker. © 16Apr60; KKL150677.

TECTEST MEDICAL PRODUCTS. ©
For cholesterol test. Appl. author: Donald E. Yochem. © 28Dec59; KKL148058.

TENNANT (G. H.) CO. ©
Model 100 vacuumized sweeper. © 10Mar60; KKL150449.
New Tennant model RS roof scraper. © 15Apr60; KKL150448.

No fumes, no odor, no noise; model 40-E electric power sweeper. © 1May59; KKL150450.

Sweeps extra clean; no fumes, no noise, new battery powered Tennant model 80-E electric power sweeper. © 28Apr59; KKL150447.

TERRYTOONS.
Post Sugar Crisp brand honey-flavored puffed wheat, by General Foods Corp. Mighty Mouse action toy. P-9788A--P-9788D. 13 ozs. net weight. NM: additions. © Terrytoons, a division of CBS Films, Inc.; 22Dec59; KKL148076-148079.

THAYER LABORATORIES. ©
The headache no man can understand; Femicin tablets. (In The Atlanta Journal and constitution magazine, Mar. 20, 1960, p.34) © 20Mar60; KKL150943.

New, nerve-control antacid lets you eat what you want, when you want, without fear of acid indigestion; Delimine compound. (In Seattle post intelligencer, Sept. 8, 1959, p.12) © 8Sep59; KKL152046.

Now, total relief from periodic distress; new, Femicin tablets. (In Ladies' home journal, Nov. 1959, p.15) © 1Nov59; KKL152045.

THER-MO ROOF, INC. ©
Industrial and residential roofs engineered for any roof design or contour. © 15Feb60; KKL150166.

THOMPSON, J. H. ©
Brite-Lites from Vegas. © 2Jan60; KKL148085.

THOMPSON, BOYD. SEE Kay Kraft Enterprises.

THOMPSON (GEORGE E.) CO. SEE Thompson Lightning Protection.

THOMPSON BROS. SEE Thompson Bros. Boat Manufacturing Co.

THOMPSON BROS. BOAT MANUFACTURING CO. ©
Don't settle for a Thompson copy. 16' Thomboy. (In Popular boating, June 1960, p.34) Appl. author: Kuswa-Greene & Associates, Inc. © Thompson Bros. whose full name is Thompson Bros. Boat Mfg. Co.; 16Feb60; KKL151362.

Love and boats. 16' Thomboy. (In Popular boating, Mar. 1960, p.24) Appl. author: Kuswa-Greene & Associates, Inc. © Thompson Bros. whose full name is Thompson Bros. Boat Mfg. Co.; 16Feb60; KKL151362.
Tough and sassy. 19' open off-shore. (In Sports afield, Mar. 1960, p.104) Appl. author: Kuswa-Greene & Associates, Inc. © Thompson Bros. whose full name is Thompson Bros. Boat Manufacturing Co.; 18Feb60; KKL151784.

THOMPSON LIGHTNING PROTECTION.

Alone they're harmless, together they're killers. © George E. Thompson Co. d.b.a. Thompson Lightning Protection; 1Dec59; KK148214.

THOMPSON RAMO WOOLDRIDGE, INC. ©

Give the gentleman what he wants; piston rings. (In SAE journal, Jan. 1960, p.178) Appl. author: Hanson & Stevens, Inc. © Thompson Products, Ramco Division (Ramsey Corp., Thompson Ramo Wooldridge, Inc.) (In notice: Ramsey Corp.); 8Jan60; KK150731.

Rockets red glare. 15 sheet 1960 calendar, which traces the evolution of the missile. Appl. author: Edwards & Deutsch Lithograph Co. © 2Jan60; KK148360.

THOMPSON RAMO WOOLDRIDGE, INC. RAMSEY CORP. SEE Ramsey Corp.**3M CO. SEE Minnesota Mining & Manufacturing Co.****TICONIUM DIVISION, CMP INDUSTRIES, INC. SEE CMP Industries, Inc. Ticonium Division.****TIDY HOUSE PRODUCTS CO. ©**

Answer; complete home-laundry mix. 10 dissolv-a-paks. Net contents: 3 lbs. 2 oz. Appl. author: Carl Strobe. © 15Mar60; KK150956.

Non-filming glass cleaner. Net contents: 15 fl. oz. Appl. author: Carl Strobe. © 12Apr60; KK151586.

Shine brand glass cleaner. Net contents 15 fl. oz. Appl. author: Carl Strobe. © 22Feb60; KK151042.

Spring Rain water softener. Net weight: 1 lb. 8 oz. Appl. author: Carl Strobe. © 10May60; KK151426.

TIME, INC. ©

A bold proposal for peace. Out today in Life. (In The New York times, July 22, 1959, p.58) Appl. author: Young & Rubicam, Inc. © 22Jul59; KK148019.

How come 6,500,000 people now buy Life every week? (In New York herald tribune, Oct. 21, 1959, p.26) Appl. author: Young & Rubicam, Inc. © 21Oct59; KK148020.

In touch; if you want to get in touch with millions of America's best-buying families, fast, with news ... advertise in Life next week. (In New York herald tribune, Nov. 11, 1959, p.24) Appl. author: Young & Rubicam, Inc. © 11Nov59; KK148829.

TIMKEN ROLLER BEARING CO. ©

Remember when he proved he was really champ. Steve Salvage. (In D.A.C. news, June 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jun60; KK151880.

Remember when his ninth inning single gave Detroit the World Series. Jack Splitstone. (In D.A.C. news, May 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1May60; KK151512.

TINNERMAN PRODUCTS, INC. ©

Industry's universal fasteners; Speed Nut. Appl. author: Meldrum & Fewsmith, Inc. © 3Jan60; KK148993.

TIRE CITY CORP. SEE Korvette Tire City.**TIRES, INC. ©**

All over Greater New York, it's Tires Incorporated for tires, the world's largest retailers of all famous brands. (In Sunday news, New York, May 15, 1960, p.141) © 15May60; KK151191.

Manufacturers clearance sale; 28 car-loads nationally famous top quality tires. (In Sunday news, New York, Jan. 24, 1960, p.113) © 24Jan60; KK148517.

Mid-winter sale at all 8 Tires, Incorporated locations; \$2,500,000 tire clearance sale. (In Daily news, New York, Jan. 6, 1960, p.71) © 6Jan60; KK148100.

Only the world's largest retailers brings you this sale; nationally famous top quality brands; nylon. (In Sunday news, New York, Feb. 28, 1960, p.107) © 28Feb60; KK149267.

\$2,500,000 tire sale of nationally famous top quality brands; huge savings from manufacturers' prices. (In Sunday news, New York, Mar. 20, 1960, p.137) © 20Mar60; KK149959.

TOMPKINS' LABEL SERVICE. ©

Pres-to-Mark for fast pricing, coding, etc. on pressure sensitive roll labels. Model AA. © 29Dec59; KK148177.

TORO MANUFACTURING CO. ©

Jungle super freeway, by J. Martin. 1960 calendar. © 1Jan60; KK149217.

Reference drawing and parts list; 30" Sportsman reel attachment. Power mowers. © 27Nov58; KK148281.

Reference drawing and parts list; 32" Sportsman rotary attachment. Power mowers. © 27Nov58; KK148282.

TORSION BALANCE CO. ©

Motorized Kentraall combination hardness testers. (Bulletin CRS-60) Appl. author: William A. Cather, III. © 24Feb60; KK149583.

TOWN & COUNTRY SHOES, INC. ©

For the young woman who lives in a shoe; there goes that red box again. (In Ladies' home journal, May 1960, p.170) Appl. author: D'Arcy Advertising Co. © 28Apr60; KK152187.

TOY TINKERS DIVISION. A. G. SPALDING & BROS., INC. SEE Spalding (A. G.) & Bros., Inc. Toy Tinkers Division.**TRI-STATE PAINT MANUFACTURING CO. ©**

Master Made Crest rubber latex wall finish. © 1Mar60; KK149483.

TRUE TEMPER CORP. ©

How to choose the right tools for your lawn and garden. 46 tools. Appl. author: S. R. Harper. NM: revision. © 8Mar60; KK149553.

TSENG, HSIEN CHI.

Bamboo mist. SEE Seeman (James) Studios, Inc.

Golden chain. SEE Seeman (James) Studios, Inc.

Weeping willow. SEE Seeman (James) Studios, Inc.

Wisteria and peony gardens. SEE Seeman (James) Studios, Inc.

TURKOVICH, STEPHEN. ©

Slenderella dinner, by the International Kitchen. © 16Mar60; KK150909.

TUSSY. ©

The art of dewing naturally, or Tussy moisture cream and lotion, too. (In Life, Apr. 18, 1960, p.68) Appl. author: Young & Rubicam, Inc. © 14Apr60 (in notice: 1959); KK151950.

The art of stepping on crow's feet; eye cream. (In Life, Oct. 26, 1959, p.82) Appl. author: Young & Rubicam, Inc. © 22Oct59; KK148828.

The art of turning autumn into spring; beauty diet facial cream. (In Ladies' home journal, Nov. 1959, p.39) Appl. author: Young & Rubicam, Inc. © 27Oct59; KK148825.

Dry as a bone? Wish for Tussy dry skin cream. (In Ladies' home journal, Sept. 1959, p.24) Appl. author: Young & Rubicam, Inc. © 27Aug59; KK148826.

Forecast: skin clearing and fair with Tussy Medicare. (In Seventeen, Mar. 1959, p.65) Appl. author: Young & Rubicam, Inc. © 1Mar59; KK148980.

Greatest make-up trick since lip rouge became lipstick; Shado-Rama. (In Glamour, June 1960, p.28-29) Appl. author: Young & Rubicam, Inc. © 22May60; KK151953.

How to be mighty like a rose; pink cleansing cream. (In Glamour, Sept. 1959, p.46) Appl. author: Young & Rubicam, Inc. © 1Sep59; KK148827.

Leopard or lady? Or how to win the skin game. Medicare. (In Seventeen, Oct. 1959, p.59) Appl. author: Young & Rubicam, Inc. © 29Sep59; KK150997.

Liquid Pearl treasures your complexion. Cleanser. (In Glamour, Jan. 1959, p.3 of cover) Appl. author: Young & Rubicam, Inc. © 1Jan59; KK148822.

Now, pearls are a girl's best friend, Tussy Liquid Pearl, that is; cleanser. (In Ladies' home journal, Jan. 1960, p.78) Appl. author: Young & Rubicam, Inc. © 26Dec59; KK151005.

Polka dots' place is not on your face; Medicare. (In Glamour, Oct. 1959, p.17) Appl. author: Young & Rubicam, Inc. © 10Oct59; KK148821.

Tussy is so gifted at making sales for you with gift sets for everyone. Midnight glamour set, no.601 & other cosmetics. (In Post exchange and commissary, May 1960, p.47) Appl. author: Young & Rubicam, Inc. © 1May60; KK151955.

Tussy is so gifted at making sales for you with gift sets for everyone. No.481 & other cosmetics. (In Post exchange, May 1959, p.37) Appl. author: Young & Rubicam, Inc. © 1May59; KK149940.

Your guardian angel; deodorant. (In Glamour, Aug. 1959, p.61) Appl. author: Young & Rubicam, Inc. © 1Aug59; KK148817.

Your guardian angel, or Tussy deodorant. (In Life, Oct. 5, 1959, p.55) Appl. author: Young & Rubicam, Inc. © 10Oct59; KK149222.

TWIN PORTS SALES CO. ©

Seaway stamps; your Seaway premium gift catalog. Appl. author: Marshall & Associates. © 2Dec59; KK148385.

TYLER REFRIGERATION CORP. ©

Aggressive Hyde Park area ... gets big lift as Chicago's new Hyde Park super goes Tyler. (In Supermarket news, Nov. 30, 1959, p.40) Appl. author: John Jay Philip. © 30Nov59; KK148340.

In New Hampshire and Vermont super-markets ... Tyler Air-Skreen sparks new ideas, new opportunities for more efficient, more profitable food merchandising. (In New Hampshire food industry directory 1959-1960, p.12-13) Appl. author: John Jay Philip. © 10Nov59; KK148301.

Just a few of many Tyler hidden features that save you money, make you money. (In Chain store age, Oct. 1959, p.230-231) Appl. author: John Jay Philip. © 30Sep59; KK148300.

Just a few of many Tyler hidden features that save you money, make you money. (In Food topics, Nov. 1959, p.1) Appl. author: John Jay Philip. NM: revision. © 30Oct59; KK148298.

Just a few of many Tyler hidden features that save you money, make you money. (In Supermarket news, Oct. 19, 1959, p.80) Appl. author: John Jay Philip. NM: revision & additions. © 19Oct59; KK148299.

TYLER REFRIGERATION CORP.-Con.

Model town & country mart goes Tyler all the way, again. (In Supermarket news, Nov. 16, 1959, p.80) Appl. author: John Jay Philip. © 16Nov59; KK148303.

Tyler pre-planning helps speed installation and service. (In Refrigeration service & contracting, Oct. 1959, p.7) Appl. author: John Jay Philip. © 10Oct59; KK148302.

Why we keep going Tyler in store after store, says leading merchandiser, Abe Baker. (In Supermarket news, Jan. 25, 1960, p.48) Appl. author: John Jay Philip. © 25Jan60; KK150397.

U

U.F. CO. SEE United Fruit Co.

UNCAS MANUFACTURING CO. ©

Bunny rings fit any finger.

© 14Dec59; KK148430.

Friendship rings: sterling silver.

© 19Apr60; KK150673.

Little lamb rings fit any finger.

© 8Jan60; KK148535.

Lucky elephant rings fit any finger.

Easel G-31/B. © 1Feb60; KK149006.

UNGER CO. ©

Latonia Bakery. Loomo design.

Appl. author: Paul A. Unger.

© 14Apr60; KK150569.

UNION SPECIAL MACHINE CO. ©

Belt loops, style 52700 BK. Appl.

author: Arthur James Feigel.

© 4Apr60; KK150419.

The finest for overseaming, serging,

hemming; thirty nine five's.

(Bulletin 300) Appl. author: Arthur

James Feigel. © 30May60; KK151928.

Highest speed feed-off-the-arm felling

machines, class 35800. Appl. author:

Arthur James Feigel. © 18Apr60;

KK151525.

Highest speed feed-off-the arm felling

machines, class 35700. Appl. author:

Arthur James Feigel. © 18Apr60;

KK151526.

Needle feed lockstitch, horizontal

hookshaft, class 61900. Appl. au-

thor: Arthur James Feigel.

© 28Mar60; KK151527.

New, Union Special Lewis, style

160-20, blindstitch tacking machine.

Appl. author: Ben Zahler. © 1May60;

KK151523.

Overseaming heavy weight bags, style

81200 A. Appl. author: Arthur James

Feigel. © 25Apr60; KK151524.

Seaming, trimming with simultaneous

seam-stay, style 39500 D. Appl.

author: Arthur James Feigel.

© 13Jun60; KK152151.

Serging. Style 39500 J; style

39500 L. Appl. author: Arthur

James Feigel. © 14Mar60; KK151528.

UNION STEEL PRODUCTS CO. ©

How to really enjoy your new Hi-Lo

grill. © 1Mar59; KK148832.

UNION WIRE ROPE CORP.

Handbook of Tuffy tips on abuses and

correct uses of wire rope and slings.

Appl. author: Ray G. Noble. © Union

Wire Rope Corp., subsidiary of Armco

Steel Corp.; 4Mar60; KK150421.

UNITED BISCUIT CO. OF AMERICA. ©

Cheese 'n' spice snax, the spicy

cheese cracker that's different.

Net weight 9 ounces. © 10Nov59;

KK148099.

Potato snax, the dipping cracker that

doesn't break. Net weight 5 ounces.

© 10Nov59; KK148241.

Salt Stix, new zestful snack by

Strietmann. Net weight 8 ounces.

© United Biscuit Co. of America (in

notice: Strietmann Biscuit Co., divi-

sion of the United Biscuit Co. of

America); 9Feb60; KK149183.

Supreme fortune cookies by Purity.

One pound. © United Biscuit Co. of

America (in notice: Purity Biscuit

Co. & Bowman Biscuit Co., divisions

of United Biscuit Co. of America);

17May60; KK151371.

UNITED CONVEYOR CORP. ©

Fully enclosed balanced valve.

(Bulletin no.2V-60) © 22Mar60;

KK149906.

UNITED FRUIT CO. ©

Caribbean Delight tomatoes. Dominican

Republic. © 15Feb60; KK150221.

Tropic Sun tomatoes. Dominican

Republic. © 15Feb60; KK150220.

UNITED-HAGIE HYBRIDS, INC. ©

Tips for your profit; February. (In

Weekly star farmer, Kansas City, Mo.,

Feb. 3, 1960, p.2) © 3Feb60;

KK149625.

UNITED MERCHANTS & MANUFACTURERS, INC. ©

This is your Con-Tact sales manual for

spring 1960. Self-adhesive plastic.

© 6Dec59 (in notice: 1960);

KK148513.

UNITED STATES GYPSUM CO. ©

Farm building plan from your Business

of farming dealer.

Building with panels.

No.BF696. © 21Oct59; KK149073.

Fall fix-up.

No.PUB395. © 27Aug59; KK149072.

Insulating the home.

No.PUB301. © 7Jan60; KK151078.

Popular home; Business of farming

cut-out paint stencil toy train.

Used to decorate the nursery.

© 27Aug59; KK149074.

U.S. INTERNATIONAL MARKETERS, INC. ©

Speculation, the stock market trading

game. Appl. author: Robert E.

Karoly. © 8Apr60; KK150339.

UNITED STATES PUB. CO., INC.

A charge account at a bank? Yes, you

simply write a check. © Dilley,

Martin & Hess, Inc. d.b.a. United

States Pub. Co., Inc.; 2Jan60;

KK151082.

Save little, save long. © Dilley,

Martin & Hess, Inc. d.b.a. United

States Pub. Co., Inc.; 2Jan60;

KK151083.

UNITED WESTERN LABORATORIES, INC. ©

Ureba A'moncado liquid cream.

Appl. author: Emmett Powers.

© 3Dec59; KK148573.

Ureba yeast beauty treatment is your

heart's desire. Appl. author: Emmett

Powers. © 10Mar59; KK148572.

UNIVERSAL JOINT DIVISION, ROCKWELL-

STANDARD CORP. SEE Rockwell-Standard

Corp. Universal Joint Division.

UPJOHN CO. ©

Acute contact dermatitis; Medrol, the

corticosteroid that hits the disease,

but spares the patient. (An Upjohn

concise review, no.3) © 2Nov59;

KK147962.

Asthma; Medrol, the corticosteroid that

hits the disease, but spares the pa-

tient. (An Upjohn concise review,

no.2) © 19Oct59; KK147961.

Atopic dermatitis; Medrol. (An Upjohn

concise review, no.8) © 16May60;

KK152146.

Combined Orinase-insulin therapy,

case A. © 15Dec59; KK148114.

Drug eruptions; Medrol. (An Upjohn

concise review, no.4) © 14Dec59;

KK148115.

Is the patient getting the amount of

Orinase he needs? Orinase dosage

can be adjusted to meet the diabetic's

varying requirements. © 16May60;

KK152147.

Lon Moore solves 2 garden mysteries.

Acti-dione PM; Acti-dione RZ.

© 1Mar60; KK149587.

Refractory edema and ascites; Medrol.

(An Upjohn concise review, no.7)

© 18Apr60; KK150986.

Rheumatoid arthritis; Medrol, the

corticosteroid that hits the disease,

but spares the patient. (An Upjohn

concise review, no.6) © 29Mar60;

KK150161.

Ulcerative colitis; Medrol, the corti-

costeroid that hits the disease, but

sparcs the patient. (An Upjohn

concise review, no.5) © 9Mar60;

KK150160.

V

VALLEJO (CALIF.) SAVINGS & LOAN ASSN.

You work hard for your money, make sure

your money works hard for you.

Appl. author: Garfield, Hoffman &

Conner, Inc. © Vallejo Savings &

Loan Assn.; 3Jan60; KK149241.

You work hard for your money, make sure

your money works hard for you.

Appl. author: Garfield, Hoffman &

Conner, Inc. NM: revision.

© Vallejo Savings & Loan Assn.;

5Jan60; KK148915.

VAN CAMP SEA FOOD CO. ©

When it comes to tuna, it pays to buy

the best; Chicken of the Sea.

Tuna curry casserole. (In Better

homes & gardens, Nov. 1959, p.91)

Appl. author: A. Culver Boyd.

© 1Nov59; KK150255.

VANDE CORP. ©

New eye-fashion look; brush on Shadow

Bar. Appl. author: H. M. Gardner.

© 31Dec59; KK149043.

VAN LOON INDUSTRIES, INC. ©

The new low-silhouette roof hose

cabinet; model 369-P. NM: revision.

© 20Apr60; KK151616.

VAN ZANDT, R. L. ©

Uncle Van's Pancake House. Menu.

© 15Mar60; KK149675.

VAPOR RECOVERY SYSTEMS CO. ©

High performance at low cost, new

Varec fig. 2000 series vent valve.

(In Oil & gas journal, Feb. 15, 1960,

p.135) Appl. author: Wayne L. Doty.

© 15Feb60; KK150387.

VEGA PRODUCTS.

Slim-Rite, an aid to reducing and

weight control. 1 lb. 2 ounces

net weight. © Ben Lieberman d.b.a.

Vega Products; 6Oct59; KK151993.

VELASQUEZ, ROBERT L. ©

You need no blocks, cement, sand;

Knead Stone. © 31May60; KK151531.

VENTI-BREATHERS PRODUCTS, INC. ©

Venti-Breather; for mouth-to-mouth

rescue breathing without personal

contact. © 15Mar60; KK149820.

VENUS PEN & PENCIL CORP. ©

Because it holds more, new camel ink

cartridge goes miles further without

running dry; ball PEN-cil. (In

Newsweek, Apr. 11, 1960, p.15)

Appl. author: Doyle Dane Bernbach,

Inc. © 6Apr60; KK150665.

Finally, color lead that erases as cleanly as black lead; Col-Erase. (In Newsweek, May 2, 1960, p.74) Appl. author: Doyle Dane Bernbach, Inc. © 27Apr60; KK151330.

Never before a lead so strong, does writing jobs no other pencil can do; Venus 3500. (In Newsweek, Mar. 21, 1960, p.8) Appl. author: Doyle Dane Bernbach, Inc. © 16Mar60; KK150045.

New camel ink-cartridge goes miles further without running dry; ball-PEN-cil. (In Modern office procedures, Apr. 1960, p.37) Appl. author: Doyle Dane Bernbach, Inc. © 1Apr60; KK151777.

New camel ink-cartridge goes miles further without running dry; ball Pen-cil. (In Newsweek, Feb. 29, 1960, p.80) Appl. author: Doyle Dane Bernbach, Inc. © 24Feb60; KK150232.

No under-the-table deals; Venus 3500. (In The National stationer, May 1960, p.27) Appl. author: Doyle Dane Bernbach, Inc. © 10May60; KK151729.

Revolutionary all-purpose lead does writing jobs no other pencil can do; Venus 3500. (In U.S. news & world report, Mar. 7, 1960, p.73) Appl. author: Doyle Dane Bernbach, Inc. © 29Feb60; KK150472.

Why 100? Venus 3500 all-purpose pencil. (In The National stationer, Apr. 1960, p.9) Appl. author: Doyle Dane Bernbach, Inc. © 11Apr60; KK151781.

VETERINARY DEPT., ARMOUR PHARMACEUTICAL CO. SEE Armour Pharmaceutical Co. Veterinary Dept.

VIDEO DESIGNS, INC. ©

Mr. Fix It electronic tester. Model M-1. Appl. author: Sidney Goldblatt. © 18May59; KK150383.

VITASAFE CORP. ©

Free 30 days supply of high-potency capsules; C.F. capsules. (Key 11-N) (In Arkansas gazette, Little Rock, Jan. 25, 1960, p.10B) © 25Jan60; KK150137.

Free ... 30 days supply of high-potency capsules; C.F. capsules. Multi-color ball point pens and memo pad. (Key 21-N) (In The Detroit news, Jan. 27, 1960, p.16-E) © 27Jan60; KK151932.

How other people's problems helped millions of women to solve their own; capsules. (Key DL-10-2) © 22Mar60; KK150138.

Mommy, is it true that you are older than dad? C.F. capsules. (Key 15-D) (In The Cincinnati post & times-star, Apr. 23, 1960, p.24-B) © 23Apr60; KK151307.

My man is always too tired to do anything but sleep. C.F. capsules. (Key 26-N) (In The Newark star-ledger, Feb. 1, 1960, p.22) © 1Feb60; KK151351.

There is only one safe way to reduce; high potency capsules. Key 99-M. (In Pictorial review (Baltimore American) Feb. 7, 1960, p.16) © 7Feb60; KK150420.

What kind of beauty do men prize? C.F. capsules. (Key 44-N) (In Los Angeles herald and express, Feb. 6, 1960, p.3) © 6Feb60; KK150139.

When your man is always too tired, look out. C.F. capsules. (Key 80-M) (In Little Rock democrat, Jan. 17, 1960, p.16) © 17Jan60; KK151308.

VOLKSWAGEN. ©

Almost all you need to know about Volkswagen trucks. (In U.S. news & world report, Feb. 22, 1960, p.4-5) Appl. author: Fuller & Smith & Ross, Inc. © 15Feb60; KK149944.

The famous Italian designer suggested one change. (In Life, May 16, 1960, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 12May60; KK151734.

Here's how much a Volkswagen truck holds. (In U.S. news & world report, Mar. 21, 1960, p.61) Appl. author: Fuller & Smith & Ross, Inc. © 14Mar60; KK149821.

Mrs. Alfred Wells; this is the first station wagon that really makes sense. (In Sports illustrated, Oct. 12, 1959, p.35-36) Appl. author: Doyle Dane Bernbach, Inc. © 9Oct59; KK149460.

Most people are astonished to discover that the Volkswagen station wagon is only a few inches longer than the VW sedan. (In Holiday, Oct. 1959, p.100-101) Appl. author: Doyle Dane & Bernbach, Inc. © 15Sep59; KK150050.

198 lbs.; why Volkswagen's aluminum engine is still years ahead of its time. (In Life, Aug. 24, 1959, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 20Aug59; KK150047.

The only water a Volkswagen needs is the water you wash it with. (In Sunset, Nov. 1959, p.48) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct59; KK149032.

Repair 'em? I've got enough parts to build 'em. (In Life, Feb. 8, 1960, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 4Feb60; KK149958.

Think small. Cars. (In Fortune, Jan. 1960, p.6) Appl. author: Doyle Dane Bernbach, Inc. © 29Dec59 (in notice: 1960); KK150048.

Think small. Cars. (In Life, Feb. 22, 1960, p.43) Appl. author: Doyle Dane Bernbach, Inc. NM: revision. © 18Feb60; KK152096.

Volkswagen, the truck that picks up more for less. (In U.S. news & world report, Apr. 18, 1960, p.71) Appl. author: Fuller & Smith & Ross, Inc. © 18Apr60; KK152072.

We've gone places. (In The Reader's digest, Jan. 1960, p.223) Appl. author: Doyle Dane Bernbach, Inc. © 21Dec59 (in notice: 1960); KK150975.

What year car do the Jones drive? (In Life, Nov. 23, 1959, p.18-19) Appl. author: Doyle Dane Bernbach, Inc. © 19Nov59; KK149459.

When you stop at a gas station, it's usually not to get gas; station wagon. (In Holiday, June 1960, p.167) Appl. author: Doyle Dane Bernbach, Inc. © 19May60; KK151730.

Who in the world seals the bottom? (In Sports car illustrated, July 1960, p.23) Appl. author: Doyle Dane Bernbach, Inc. © 29May60; KK151731.

Why? 32 mpg; 50 mpg; 28 mpg. (In Life, Apr. 25, 1960, p.59) Appl. author: Doyle Dane Bernbach, Inc. © 21Apr60; KK151439.

Why are so many people looking into a Volkswagen? Car. (In Sports illustrated, Mar. 14, 1960, p.4-5) Appl. author: Doyle Dane Bernbach, Inc. © 11Mar60; KK150049.

You can save enough running a Volkswagen truck to buy yourself a Volkswagen sedan. (In U.S. news & world report, May 16, 1960, p.24) Appl. author: Fuller & Smith & Ross. © 16May60; KK152065.

VON STERNBERG, JULE R. SEE Show-House.

VULCAN MOTOR PRODUCTS, INC. ©

Heavy duty conversion packages. Catalog 60-26. Appl. author: John H. Staub. © 8Jan60; KK148161.

Oil pressure switches. (Catalog 60-29) Appl. author: John H. Staub. © 17Feb60; KK149218.

W

W.K.W. SEE Wisconsin Knife Works.

W.P. CO. SEE Western Paint Co.

WAGNER, CHESTER. © Henny Penny PHT pressure fryer. © 19Dec59; KK148193.

WALLACE & CO. ©

Chocolate covered mallo'n cream Jets. Net wt. 5 1/4 oz. © 50Oct59; KK148032.

Chocolate 45; chocolate covered coconut cream gun and candy bullets. Net wt. 5 1/4 oz. © 50Oct59; KK148031.

WALLACE-BLAKESLEE, INC. ©

Funds for fun. Union Bank and Trust Company, Grand Rapids, Mich. © 8Oct59; KK149179.

Funds for fun. Union Bank and Trust Company, Grand Rapids, Michigan. © 31Oct59; KK149570.

Saving for fun. Union Bank and Trust Company. Appl. author: David A. Wallace. © 30Sep59; KK150056.

WALPOLE WOODWORKERS, INC. ©

Rustic cedar fencing. Rev. ed. © 7Mar60; KK151882.

WALSH, STEPHEN. ©

Gay party songs; handouts. Five separate sets. © 15Jan60 (in notice: 1959); KK148341.

WALTJEN ASSOCIATES, INC. ©

Thorn Ford community notes, v.1, no.1. Dec. 21, 1959. © 21Dec59; KK148096.

WARD INDUSTRIES. PROSPERITY CO. SEE Prosperity Co.

WARNER & SWASEY CO. CONTROL INSTRUMENT DIVISION. ©

Probomat tape controls for machines. © 9Dec59; KK148922.

Probomat turret drilling machine. © 10Nov59; KK148288.

WARNER BROS. PICTURES, INC. ©

Bugs Bunny's magic rub-off pictures. No.4987. 12 pictures to color, 6 rub-off crayons. © 25Sep59; KK149206.

Jr. jigsaw puzzle; Maverick. No. 4404:29. 63 pieces. (Series no.303) © 2Sep59; KK149208.

WARNER BROS. RECORDS, INC. ©

The button-down mind of Bob Newhart; the most celebrated new comedian since Attila. W1379. © 26Mar60; KK150990.

WARNER-CHILCOTT LABORATORIES DIVISION. ©

Gelusil continues to protect after others stop; protects the ulcer, promotes healing. © 15Feb60; KK149931.

WASCO PRODUCTS, INC. ©

Continuous skydome. Data sheet no.110 supercedes 114. 11/59. © 26Oct59; KK148427.

WAVEFORMS, INC. ©

Precision in miniature; electronic measuring equipment. (Catalog 13A) Appl. author: Alan Sobel. © 21Mar60; KK151342.

WEAVER (W. R.) CO. ©

Built especially for your .22, B4 or B6 Weaver-Scopes. (In Field & stream, May 1960, p.125) Appl. author: Sidney T. Strain, Jr. © 21Apr60; KK150564.

For varmints, targets, small game, precision shooting; K-8 Weaver Scope. Model K10; B4; B6. (In Field & stream, Feb. 1960, p.107) Appl. author: Sidney T. Strain, Jr. © 21Jan60; KK149124.

WEAVER (W. R.) CO.-Con.

K3, three-power magnification, wide field of view, Weaver-Scope. (In Field & stream, Apr. 1960, p.125) Appl. author: Sidney Strain. © 21Mar60; KK149918.

See better, shoot more accurately with a model B Weaver-Scope on your .22. (In Field & stream, Mar. 1960, p.121) Appl. author: Sidney T. Strain, Jr. © 19Feb60 (in notice: 1959); KK149764.

12 models to choose from; Weaver-Scopes. (In Field & stream, Jan. 1960, p.9) Appl. author: Sidney T. Strain, Jr. © 22Dec59; KK148237.

WECO PRODUCTS CO. ©

Dr. West's look at your old toothbrush sweepstakes; Germ-Fighter. (In Chicago Sunday Tribune magazine, Apr. 24, 1960, p.4) Appl. author: J. Walter Thompson Co. © 24Apr60; KK151483.

2 out of 3 toothbrushes belong in the attic; time to get a new Dr. West's Germ-Fighter. (In Life, June 13, 1960, p.60) Appl. author: J. Walter Thompson Co. © 2Jun60; KK152079.

WEILLER CO. ©

Christmas star display. CO-1050. © 30Oct59; KK150637.

Creamy good, the best ice cream in town; Reid's. Chocolate & vanilla bulk jish. (Car card IC-1860) © 25Jan60; KK150636.

Creamy good, the best ice cream in town; Reid's. Strawberry bulk dish. (Car card IC-1859) © 25Jan60; KK150635.

For the 1 man in 4, full-taste beer. Bowler. (Display CO-1051) © 8Dec59; KK150640.

For the 1 man in 4, full-taste beer. Man oiling fishing reel. (Display CO-1052) © 8Dec59; KK150638.

For the 1 man in 4, full-taste beer. Negro fisherman oiling reel. (Display CO-1054) © 3Feb60; KK150639.

Ice cream. (Poster IC 1852)

© 3Feb60; KK149691.

Quality buyers ask for Breyers ice cream. (Poster IC 1853) © 3Feb60; KK149693.

Schmidt's of Philadelphia bock beer. (Poster Bock-60) © 14Dec59; KK149692.

WELCH GRAPE JUICE CO., INC. ©

Welchade, frozen concentrate for grape drink; with lemon. Net cont. 6 fl. oz. © 4Jun60; KK151747.

WELCOME ARRIVAL PRODUCTS CO. ©

Announcing the new baby in our family; Stork-Pack personalized fruit flavored suckers for youngsters to pass out at school or neighborhood. 35. © 5Apr60; KK150480.

WENTWORTH-FORMAN CO., INC. ©

Head-master; world's finest fire and police caps. 8-point Hollywood caps; bell top uniform caps. Appl. author: Arnold J. Kaplan. © 2Nov59; KK149951.

WEST END BREWING CO. OF UTICA, N.Y. ©

Any mug can taste the difference; Utica Club. (In The Wellsboro Gazette, Feb. 25, 1960, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 25Feb60; KK150230.

It's here; that Schultz, he's always fooling around. Utica Club bock beer. (In Albany Times Union, Jan. 21, 1960, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 21Jan60; KK149647.

Should beer be poured at an angle, or straight down? Utica Club. (In Syracuse Herald-Journal, Nov. 23, 1959, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 23Nov59; KK148141.

What's a quiet beer? Utica Club. (In The Middletown daily record, May 19, 1960, p.5C) Appl. author: Doyle Dane Bernbach, Inc. © 19May60; KK152098.

Why is a one-armed bartender better for pouring beer? (In Times-union, Albany, Mar. 10, 1960, p.32) Appl. author: Doyle Dane Bernbach, Inc. © 10Mar60; KK150051.

WESTCHESTER MODERNIZATION CO., INC. ©

See the exciting new life in every house modernized or expanded by the man from Westchester Modernization. © 7Dec59; KK149360.

WESTERN GRAIN CO. ©

Jim Dandy dog ration. Net wt. 5 pounds. Appl. author: Arkell & Smith Bag Co. © 10Sep59; KK150076.

WESTERN PAINT CO. ©

Marshall-Wells liquid vinyl house paint; surf green 546. One gallon U.S. standard. © 15Jun60; KK151945.

WHITE, A. J. ©

MVR Topple Tester, the magic block vehicle brake performance tester. © 10Dec59; KK148989.

WHITE DIVISION, INC., ZERO MANUFACTURING CO. SEE Zero Manufacturing Co.

White Division, Inc.

WHITING-ADAMS CO., INC. ©

A fresh brush does a clean job. No.2. Appl. author: Lawrence R. Schumann. © 3Jun59; KK148054.

WHITMAN (STEPHEN F.) & SON, INC. ©

It's Whitman's chocolates time. (In The Saturday evening post, Dec. 12, 1959, p.18) © 12Dec59; KK149837.

Valentine's Day, Sunday, Feb. 14th; chocolates. (In The Saturday evening post, Feb. 6, 1960, p.18) © 6Feb60; KK149838.

WHITMAN PUB. CO. ©

Bingo, for young and old. No.4709:100. 50 card set, with plastic embossed numbered pieces. © 9Jul59; KK149216.

Help yourself flash cards; addition. No.4741. © 31Dec59; KK149213.

Help yourself flash cards; division. No.4744. © 31Dec59; KK149212.

Help yourself flash cards; multiplication. No.4743. © 31Dec59; KK149211.

Help yourself flash cards; subtraction. No.4742. © 31Dec59; KK149210.

Rummy Royal, sometimes called Michigan. No.4765:1.98. With playing cards and chips. © 29May59; KK149207.

Santa's treasure chest. No.4768. © 6Oct59; KK149209.

3 picture puzzles. Red wrap. No.4601:59. © 13Nov59; KK149214.

3 picture puzzles. Yellow wrap. No.4601:59. © 13Nov59; KK149215.

WICKFORD PRODUCTS. ©

Winnie Wickford says: It's the handiest hamper ever. Closet valet laundry hamperette. © 21Dec59; KK148246.

WIEAND, DOROTHY T. SEE Nugent, Dorothy.

WILD, GEORGE F. ©

Trio of birds, especially drawn for Wildwood inlay picture kit system. © 2Mar60; KK150105.

WILDE, JOSEPH W. ©

Another Jowil product for you. Floral and bird designs. © 29Oct59; KK148294.

WILD'S BAKING CO., INC. ©

Wild's. Appl. author: Carl Pfeifer. © 26Feb60; KK149612.

WILKINS CO., INC. ©

Keep safety in sight with K-Lens-M better vision products. (In National safety news, Jan. 1960, p.80) Appl. author: Richard S. Wilkins. © 1Jan60; KK149230.

20% bonus offer for president's 20th anniversary. K-Lens-M better vision products. Appl. author: Richard S. Wilkins. © 19Apr60; KK150656.

WILLIAMS, JOHN T. ©

Health, your priceless possession. Rhode brand vitamins and minerals. © 8Jul59; KK147956.

WILLIAMS, SID E. SEE Si-Nel Pub. Co.

WILLIAMS (SUMNER) INC. ©

S-T process plate. Printing plate and associated chemicals. © 4Nov59; KK148232.

WILLIAMSON, FLOYD. ©

Enter General Appliance Co.'s how long will it play contest. 7,872 hours. (In The Fort Worth shopper, Mar. 6, 1960, section 3, p.11) © 5Mar60; KK149631.

Enter General Appliance Co.'s how long will it play contest; somebody goofed. (In The Fort Worth shopper, Feb. 28, 1960, section 4, p.3) © 27Feb60; KK149411.

Enter General Appliances Co.'s how long will it play contest, today. 7,536 hours. (In The Fort Worth shopper, Feb. 21, 1960, section 4, p.3) © 20Feb60; KK149253.

Enter General Appliance Co.'s how long will it play contest, today. 7,032 hours. (In The Fort Worth shopper, Jan. 31, 1960, section 1, p.6) © 30Jan60; KK148782.

Enter General Appliance Co.'s how long will it play contest, today. 7,368 hours. (In The Fort Worth shopper, Feb. 14, 1960, section 3, p.7) © 13Feb60; KK149100.

Enter General Appliance Co.'s how long will it play contest, today. 6864 hours. (In The Fort Worth shopper, Jan. 24, 1960, section 4, p.3) © 23Jan60; KK148558.

Enter General Appliance Co.'s how long will it play contest today. 6,528 hours. (In The Fort Worth shopper, Jan. 10, 1960, section 4, p.2) © 9Jan60; KK148187.

Enter General Appliance Co.'s how long will it play contest today. 6,696 hours. (In The Fort Worth shopper, Jan. 17, 1960, section 4, p.1) © 16Jan60; KK148329.

Enter General Appliance Co.'s how long will it play contest today. 6,360 hours. (In The Fort Worth shopper, Jan. 3, 1960, section 3, p.6) © 2Jan60; KK148145.

Enter General Appliance Co.'s how long will it play contest, today. 300 days. (In The Fort Worth shopper, Feb. 7, 1960, section 2, p.9) © 6Feb60; KK148934.

Enter General Appliance Co.'s how long will it play contest today. 258 days. (In The Fort Worth shopper, Dec. 27, 1959, section 3, p.9) © 26Dec59; KK148056.

Enter General Appliance Co.'s how long will it play contest, today. 244 days. (In The Fort Worth shopper, Dec. 13, 1959, section 3, p.9) © 12Dec59; KK148570.

- Enter General Appliance Co.'s how long will it play contest, today. 230 days. (In The Fort Worth shopper, Nov. 29, 1959, section 3, p.2) © 28Nov59; KK148027.
- Enter General Appliance Co.'s how long will it play contest, today. 237 days. (In The Fort Worth shopper, Dec. 6, 1959, section 3, p.11) © 5Dec59; KK148023.
- Here's real news. 223 days. (How long will it play contest) (In The Fort Worth shopper, Nov. 22, 1959, section 4, p.5) © 21Nov59; KK148024.
- I know it's hard to go, old boy, but my customers have gotta have you. How long will it play contest. 251 days. (In The Fort Worth shopper, Dec. 20, 1959, section 4, p.2) © 19Dec59; KK148206.
- WILLIAMSON (T. D.) INC. © Pipeline pressure, temperature surveys. Appl. author: B. Vernooy. © 15Oct59; KK148291.
- WILLIAMSON CO. © Enjoy modern automatic heating comfort, Williamson Gasaver conversion gas burner. Appl. author: Walter C. Vester, Jr. © 29Jan60; KK151985.
- Wintermatic, the furnace designed with the builder in mind. Hi-Boy; Counter-Flow. Appl. author: Walter C. Vester, Jr. © 30Dec59; KK151984.
- WILLIAMSON-DICKIE MANUFACTURING CO. © The star is Pat Boone, the clothes are Dickies. Slacktime casual clothes. (In Life, Apr. 4, 1960, p.74) Appl. author: Stanley Schlenther. © 31Mar60; KK150974.
- WILLMARK SERVICE SYSTEM, INC. © The Management aid for supervisory personnel; perfect inventory covers \$9,370 theft. Appl. author: Robert Marvin Bernstein. © 15Feb60; KK151164.
- WILSON, ROY E. © Oboe and English horn board. © 8Feb60; KK150522.
- WILSON & CO., INC. © Watch your dog or cat clean the dish, every time; Ideal dog food is guaranteed irresistible. (In Chicago daily tribune, Apr. 1, 1960, pt.1, p.6) Appl. author: Roche, Rickard & Cleary, Inc. © 1Apr60; KK151718.
- You should question the quality of a dog food that offers premiums or cuts its price; Ideal dog food is all quality. (In Chicago daily tribune, Apr. 29, 1960, pt.1, p.6) Appl. author: Roche, Rickard & Cleary, Inc. © 29Apr60; KK151068.
- WILSON SPORTING GOODS CO. © Hit the long ball; 1960 Staff. Golf ball. Endorsed by Billy Casper. (In Time, May 9, 1960, p.67) Appl. author: Roche, Rickard & Cleary, Inc. © 9May60; KK151059.
- WINDSOR, WALLIS, DUCHESS OF. © The dress that stays new; personalized pattern. No.9, Matinee. (In This week magazine, Mar. 13, 1960, p.20) © 11Mar60; KK149836.
- Life-of-the-party dress; personalized pattern. No.10, Moonlight. (In This week magazine, Apr. 24, 1960, p.18) © 22Apr60; KK150627.
- Make it and take it, the perfect vacation dress; Duchess of Windsor personalized pattern. No.12, Success. (In This week magazine, June 12, 1960, p.24) © 10Jun60; KK152052.
- The 3-skirt wardrobe; personalized patterns. No.11, Trio. (In This week magazine, May 15, 1960, p.30) © 13May60; KK151141.
- Two looks for spring; a new Duchess of Windsor personalized pattern. No.8, Rendezvous. (In This week magazine, Feb. 21, 1960, p.21) © 19Feb60; KK149445.
- WING (L. J.) MANUFACTURING CO. © Axial flow turbine blowers. (Bulletin TSV-60) Appl. author: Jess H. Cloud. © 14Jan60; KK149354.
- 10D1-1/6 draft inducer for boilers or furnaces. (Bulletin no.10D-60) Appl. author: Robert P. McAndrew. © 28Mar60; KK150981.
- WINGERT, ALLEN J. © The candy that Alladin missed. © 11Feb60; KK149454.
- WINNEBAGO CORP. © The famous Cafe Bohemia game restaurant. Menu cover. © 12Jan60; KK148190.
- WISCONSIN KNIFE WORKS. © Badger aluminum gaining heads are light weight, ideal for portable notching machines. (In Furniture production, May 1960, p.9) NM: revision & additions. © 5May60; KK150922.
- Badger multiple pattern bits are the answer for mass production. (In The Woodworker, Mar. 1960, p.13) NM: revision & additions. © 5Mar60; KK149412.
- Make 4 door stops, WP-825, at a time with Badger combination Clamp-T-Slot cutterhead. (In Furniture production, Feb. 1960, p.77) © 5Feb60; KK149029.
- Split and surface at one time; saws can be used with Badger round heads in any combination of diameters and widths. (In The Woodworker, Jan. 1960, p.23) © 15Jan60; KK148607.
- WISE (WILLIAM H.) & CO., INC. © With the amazing, new Regaline sander, a man's home can truly be his castle; try a 2-week free home trial of the all-new Regaline sander. Appl. author: Catherine Giba. © 12Apr60; KK150658.
- WISS (J.) & SONS CO. © Pruning guide. Tips and tools for pruning, trimming and lawn care. Appl. author: Ellington & Co., Inc. © 20Dec59; KK149545.
- WOEHRMYER PRINT. CO. © Speed Kraft business forms make 24-hour invoicing easy. Endorsed by Fred H. Doering. © 16Mar60; KK149629.
- WOODHILL CHEMICAL MANUFACTURING CO. © Clear-transparent windshield and window sealer; Duro-Plastic. Contents: 1 3/4 fluid oz. (Stock no.DWS37) © 15Dec59; KK151243.
- Duro-Plastic new E-Pox-E glue. Two easy to use tubes. © Woodhill Chemical Co.; 3May60; KK151246.
- Duro-Plastic quick 'n easy rust remover. Net wt.: 4 1/2 oz. (Order RRL) © Woodhill Chemical Co.; 15Dec59; KK151245.
- Duro-Plastic transparent, weatherstrip trim cement. Contents 4 oz. (Stock no.DCD-19) © 3May60; KK151242.
- Transparent, waterproof, flexible Duro-Plastic plastic mender. Contents 1 3/4 oz. (Reorder stock no.PM-9) © Woodhill Chemical Co.; 15Dec59; KK151247.
- Waterproof Duro-Plastic white glue. Contents 4 oz. (Stock no.WG-9) © 15Dec59; KK151244.
- WOODWARD, ALBERT Y. SEE Custom Finishers Guild.
- WORLD WIDE PUBLICATIONS, LTD. © Nassau souvenir book and shopping guide with buy-ways map. 1960 ed. © 29Dec59; KK151862.
- WRENN, C. GILBERT. © Should your child go into counseling? SEE New York Life Insurance Co.
- WRIGHT, JAMES S. © Waterproofing. (In The Wichita beacon, Jan. 3, 1960, p.C-11) © 3Jan60; KK148222.
- WRIGHT & MCGILL CO. © Stream & Lake spin-casting reel; model no.883S. (Circular no.88SS-360) Appl. author: Karl E. Gerarden. © 15Apr60; KK151617.
- WYLER & CO. © Chicken noodle soup mix. 2 packages. Net weight 2 oz. each package. © 26Sep59; KK148243.
- X**
- X-CEL OPTICAL CO. © New, X-Cel Neutra-Line blanks neutralize glare. (In Optical journal-review, Feb. 15, 1960, p.42) © 15Feb60; KK151557.
- Y**
- Y.R.C. SEE Youngs Rubber Corp.
- YELLIN, H. SEE Fortune Games.
- YELLIN, MARY S. SEE Fortune Games.
- YERKES, ALVIN B., JR. SEE Sharaday Co.
- YOGG & CO. © Anodized aluminum counter frame; nos.57-58. © 28Apr60; KK151357.
- Anodized aluminum display case with fluorescent light on matching aluminum standards; no.95. © 28Apr60; KK151354.
- Anodized aluminum floor stand with weighted base; no.29. © 28Apr60; KK151355.
- The best people. Newspaper and advertising series for hotels and restaurants. Mat no.101. © 11Jan60; KK148180.
- Bright chrome plated steel double face display frame; no.51. © 28Apr60; KK151356.
- YOUNG (W. F.) INC. © Absorbine Jr., new pres-o-matic applicator antiseptic liniment for athlete's foot, sore aching muscles. 4 fluid oz. © 21Oct59; KK148131.
- YOUNGS RUBBER CORP. © For treatment and prevention of athlete's foot; Atha-Spray. © 26May60; KK152048.
- Z**
- ZEOLUX CORP. © Inflation insurance; coin-operated fully automatic Launderamas. (In The Wall Street journal, Apr. 14, 1960, p.13) NM: additions. © 14Apr60; KK150488.
- ZERO CORP. © New Zero pail pipeline gives stanchion and split-level barn dairymen a direct milking system at modest cost. Appl. author: Lloyd P. Duncan. © Zero Corp. (Zero Mfg. Co.); 4Apr60; KK150822.
- ZERO MANUFACTURING CO. WHITE DIVISION, INC. © Zero for military and industrial use. Instrument cases. Nov. 1, 1959. Catalog H. Appl. author: Richard Belle Isle. © 1Dec59; KK148555.
- ZIP STRAW, INC. © Carnival straws. 100. Appl. author: Yvonne Zerdun. NM: additions. © 30Jul59; KK149640.
- ZIPPO MANUFACTURING CO. © How Zippo lighters sparked an incredible increase in battery sales. © 25Apr60; KK150709.
- ZOO-LINE. © Whimsical wood; precious pin-ups for precious people; movable joints. © Zoo-Line, division of Schooline Corp.; 24Jan60; KK151437.

RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

- ANGELIER, FRANK P.
Sunkist. © 16Jun32; Label 50756.
Frank P. Angelier (P); 3Jun60;
R257992.
- ARROWHEAD CREAMERIES, INC.
Sweet cream butter. © 23Nov32; Label
41917. Arrowhead Creameries, Inc.
(P); 16Feb60; R252520.
- BILOXI CANNING & PACKING CO., INC.
Sea Beach canned shrimp. © 29Apr32;
Label 41914. Biloxi Canning &
Packing Co., Inc. (P); 22Jan60;
R250674.
- BORDEN CO.
Silver Cow. © 25Apr32; Label 41049.
Borden Co. (P); 23Feb60; R252663.
- CALO PET FOOD CO.
Victory. © 16Jan33; Label 41870.
Calo Pet Food Co. (P); 21Mar60;
R253995.
- CAPASSO, RALPH.
Aroma Toscani cigars. © 18Dec31;
Label 40347. Ralph Capasso (P);
14Dec59; R250844.
- COLORADO. STATE BOARD OF AGRICULTURE.
Colorado registered and certified seeds.
© 30Dec32; Label 42233. State Board
of Agriculture (P); 1Feb60; R251190.
- DIAMOND SPRINGS LIME CO. SEE El Dorado
Chemical Co.
- EL DORADO CHEMICAL CO.
Comet targets. © 12Nov32; Label 41882.
© Diamond Springs Lime Co. d.b.a.
El Dorado Chemical Co. (P); 14Jan60;
R250031.
- ESKIMO PIE CORP.
Eskimo. © 1May32; Label 41128.
Eskimo Pie Corp. (P); 11Mar60;
R253349.
Eskimo. © 1Sep32; Label 42265.
Eskimo Pie Corp. (P); 11Mar60;
R253350.
King Cole. © 1May32; Label 41407.
Eskimo Pie Corp. (P); 25Mar60;
R254277.
Snow-Man. © 15May32; Label 41206.
Eskimo Pie Corp. (P); 25Mar60;
R254278.
Snowman chocolate coating. © 15May32;
Label 41127. Eskimo Pie Corp. (P);
25Mar60; R254279.
- GENERAL TIRE & RUBBER CO.
It's human mileage that counts.
© 28Sep32; Print 13983. General
Tire & Rubber Co. (P); 5Feb60;
R252035.
- GREEN GIANT CO.
Country Kist peas, by Blue Earth
Canning Co. © 25Jun32; Label 41405.
Green Giant Co. (P); 25Jan60;
R250809.
Del Maiz brand corn, by Minnesota
Valley Canning Co. © 19Nov32;
Label 45363. Green Giant Co. (P);
25Jan60; R250810.
- HAMMETT (J. L.) CO.
Art utility paste. © 18Mar32; Label
40663. J. L. Hammett Co. (P);
15Feb60; R252242.
Practical paste. © 26Aug32; Label
41291. J. L. Hammett Co. (P);
15Feb60; R252241.
- HARDWICKE (JOHN B.) CO.
Brahma. © 8Sep32; Label 41640.
John B. Hardwicke Co., a partner-
ship comprised of John B. Hardwicke,
John B. Hardwicke, Jr. & William A.
Hardwicke (P); 28Mar60; R254557.
- HARRIS (P. E.) CO., INC.
Queen 'O Quality. © 40Oct32; Label
41844. P. E. Harris Co., Inc. (P);
7Mar60; R253392.
Spartan. © 21Sep32; Label 41886.
P. E. Harris Co., Inc. (P);
7Mar60; R253391.
- HERZ MANUFACTURING CORP.
Sunshine cups. © 26May33; Label
42456. Herz Manufacturing Corp.
(P); 8Jun60; R258219.
- HILLS BROS. COFFEE, INC.
Another eclipse of the sun. (Adform
127) © 15Jun32; Print 13980.
Hills Bros. Coffee, Inc. (P);
14Jun60; R258529.
Coffee. © 11Feb32; Label 40543.
Hills Bros. Coffee, Inc. (P);
29Jan60; R251140.
Hills Bros. coffee thrills your taste.
© 1Feb32; Print 14030. Hills Bros.
Coffee, Inc. (P); 29Jan60; R251139.
- JUNIOR FOOD PRODUCTS CO., INC.
Jack & Jill Jell. © 1Jun33; Label
42537. Junior Food Products Co.,
Inc. (P); 23Jun60; R258653.
- KAHN'S (E.) SONS CO.
American Beauty. © 1Jun32; Label
41082. E. Kahn's Sons Co. (P);
28Mar60; R254556.
American Beauty. © 1Jun32; Label
41083. E. Kahn's Sons Co. (P);
28Mar60; R254555.
- KESTER SOLDER CO.
Junior mender. © 13Dec32; Print
14133. Kester Solder Co. (P);
22Jan60; R250675.
- KUPFERBERG (CHR. ADT.) & CO.
Riesling. © 15Mar33; Label 42647.
Chr. Adt. Kupferberg & Co. (P);
29Apr60; R256185.
- LIPTON (THOMAS J.) INC.
Tea; black and green tea. Green label.
© 1May32; Label 41524. Thomas J.
Lipton, Inc. (P); 16Feb60; R252301.
Tea. Blue label. © 1May32; Label
41271. Thomas J. Lipton, Inc. (P);
16Feb60; R252292.
Tea. Green label. © 1May32; Label
41517. Thomas J. Lipton, Inc. (P);
16Feb60; R252294.
Tea. Green label. 1 3/8 oz. size.
© 1May32; Label 41518. Thomas J.
Lipton, Inc. (P); 16Feb60; R252295.
Tea. Green label. 1/2 lb. size.
© 1May32; Label 41521. Thomas J.
Lipton, Inc. (P); 16Feb60; R252298.
Tea; pure imperial gunpowder tea.
Green label. 2 oz. size. © 1May32;
Label 41523. Thomas J. Lipton, Inc.
(P); 16Feb60; R252300.
Tea. Red label. © 1May32; Label
41519. Thomas J. Lipton, Inc. (P);
16Feb60; R252296.
Tea. Yellow label. © 1May32;
Label 41516. Thomas J. Lipton,
Inc. (P); 16Feb60; R252293.
Tea. Yellow label. © 1May32;
Label 41520. Thomas J. Lipton,
Inc. (P); 16Feb60; R252297.
Tea. Yellow label. 1/2 lb. size.
© 1May32; Label 41522. Thomas J.
Lipton, Inc. (P); 16Feb60; R252299.
- NATIONAL BISCUIT CO.
Milk Bone crumbs. © 15Jul32;
Label 41391. National Biscuit Co.
(P); 16May60; R257155.
- NATIONAL DAIRY PRODUCTS CORP.
The Skipper. © 5Mar32; Label 40919.
National Dairy Products Corp. (P);
15Feb60; R252264.
- PAGE & SHAW, INC.
Lolly-Ettes. © 6Dec32; Label 41895.
Page & Shaw, Inc. (P); 20May60;
R257296.
- PLACENTIA ORANGE GROWERS ASSN.
Carmencita. © 1Dec32; Label 42181.
Placentia Orange Growers Assn. (P);
11Apr60; R255467.
- PRIDE OF RIDGEWAY GROWERS ASSN., INC.
Pride of Ridgeway. © 6Aug32; Label
41687. Pride of Ridgeway Growers
Assn., Inc. (P); 7Mar60; R253224.
Pride of Ridgeway. © 6Aug32; Label
41782. Pride of Ridgeway Growers
Assn., Inc. (P); 7Mar60; R253223.

COMMERCIAL PRINTS AND LABELS

SCHWARTZBERG, LOUIS.

Domino puzzle game. © 15Jan33;
Label 42114. Louis Schwartzberg
(P); 21Jan60; R250189.

STANDARD BRANDS, INC.

Arkady. © 23Aug32; Label 41310.
Standard Brands, Inc. (P); 16Mar60;
R253824.

STANDARD CAP & SEAL, INC.

The Standard welded wire hood seal.
© 10Mar33; Label 42395. Standard
Cap & Seal, Inc. (P); 14Jun60;
R258530.

The Standard welded wire hood seal.
© 2Apr33; Print 14201. Standard
Cap & Seal, Inc. (P); 14Jun60;
R258531.

STUHMER (GEORGE F.) & CO.

Bread. © 24Aug32; Label 41763-41766.
Geo. F. Stuhmer & Co. (P); 24Dec59;
R249611-249614.

Bread. In Hebrew characters, spelled
Stihmer's. © 24Aug32; Label 41762.
Geo. F. Stuhmer & Co. (P); 24Dec59;
R249608.

Pumpernickel. © 24Aug32; Label 41593.
Geo. F. Stuhmer & Co. (P); 24Dec59;
R249610.

Rye bread. © 24Aug32; Label 41594.
Geo. F. Stuhmer & Co. (P); 24Dec59;
R249609.

WILCO CO.

Bif spray. © 25Jan32; Label 40724.
Wilco Co. (P); 18Jan60; R250097.

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 14, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1960



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WASHINGTON : 1961

CATALOG OF COPYRIGHT ENTRIES

Third Series

CATALOG OF COPYRIGHT ENTRIES

Third Series

VOLUME 14, PART 11B, NUMBER 2

Commercial Prints and Labels

JULY-DECEMBER

1960



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- Reproductions of a work of art.
- Drawings or plastic works of a scientific or technical character.
- Photographs.
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Preface

The CATALOG OF COPYRIGHT ENTRIES is published by authority of sections 210 and 211 of Title 17 of the *United States Code*. Section 210 provides in part: "The current catalog of copyright entries and the index volumes herein provided for shall be admitted in any court as prima facie evidence of the facts stated therein as regards any copyright registration."

The *Catalog* is subdivided to represent the classes of material listed in section 5 of Title 17. The table at the end of this preface shows the organization of the *Catalog*, the symbols used with the registration numbers to distinguish the classes, and the prices of the semiannual issues. The annual subscription for each part is twice the price of a single issue and the complete catalog, including all parts, may be secured on a subscription basis for \$20 a year.

The record of each copyright registration listed in the *Catalog* includes a description of the work copyrighted and data relating to the copyright claim (the name of the copyright claimant, as given in the application for registration, the copyright date, the copyright registration number, etc.). Available information in the records of the Copyright Office, including information relating to subsequent changes of ownership, can be obtained upon request and payment to the Register of Copyrights of the fee specified in section 215 of Title 17 (\$3 for each hour of time consumed) for the conduct of a search of the records.

In the case of each registration listed, except for renewals, the deposit of a copy (or copies) of the work has been made in accordance with the provisions contained in sections 12, 13, or 215 of Title 17, or, in the case of published three-dimensional works of art, there has been compliance with section 13 of Title 17, which provides for the deposit of identifying reproductions in lieu of the work itself. Foreign works, two copies of which were deposited with a catalog card and application for registration under the waiver-of-fee provision

in section 215 of Title 17 of the *United States Code*, are indicated by a zero immediately following the alphabetical symbol in the registration number.

For a more complete description of the contents of this issue of the *Catalog* see p. vii.

Orders, payable in advance, for all parts of the *Catalog of Copyright Entries* should be sent to the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C. Orders may be placed for individual issues, as subscriptions for one or more parts, or for the complete *Catalog*, and for periods of one, two, or three years. All orders should state clearly the title and the inclusive dates of the part wanted. Checks or money orders should be made payable to the Superintendent of Documents.

The Copyright Office welcomes inquiries, suggestions, and comments on the content and organization of the *Catalog*. Such communications should be addressed to the Chief of the Cataloging Division, Copyright Office, Library of Congress, Washington 25, D.C.

Table of Organization

Each part listed in the table records all current registrations in the class or classes indicated by the alphabetical symbols given. In each case the first letter of the symbol is that of the class under which registration is made; the second, if any, is a designation added by the Copyright Office for the purposes of statistical analysis. A zero immediately following the symbol (e.g., AF0, EF0) distinguishes a foreign work deposited under the waiver-of-fee provision. The symbol "R" does not represent a class designated by the copyright law, but has been adopted by the Copyright Office to distinguish renewal copyright registrations. These are recorded in a separate section of those parts of the *Catalog* which cover the classes in which the works were originally registered. Some parts also contain registrations made under other symbols if the subject matter or type of material is similar to that generally included in the part.

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IP Published drawings or plastic works of a scien- tific or technical character	
IU Unpublished drawings or plastic works of a scientific or technical character	
JP Published photographs	
JU Unpublished photographs	
K Prints and pictorial illustrations published in the United States	
KF Prints and pictorial illustrations published abroad	
R Renewal registrations	
PART 11B COMMERCIAL PRINTS AND LABELS.....	1. 00
KK Commercial prints and labels	
R Renewal registrations	
PARTS 12-13 MOTION PICTURES AND FILMSTRIPS.....	. 50
LP Published motion picture photoplays	
LU Unpublished motion picture photoplays	
MP Published motion pictures other than photo- plays	
MU Unpublished motion pictures other than photo- plays	
R Renewal registrations	

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INTRODUCTION

PART 11B lists prints and labels, published in connection with the sale or advertisement of articles of merchandise or of services, which were registered in Class K under the symbol KK.

Arrangement is alphabetical under the name of the copyright claimant. Each work is described in a main entry which includes information pertinent to the copyright claim. References lead from the names of joint claimants and authors and from variant forms of names. Works for which the subsisting copyright has been renewed are listed separately in the Renewal Registrations section. The copyright symbol © following the name under which the entry is listed signifies that the form of name used is that appearing on the application as claimant. The name is not repeated following the copyright symbol © in the entry proper unless it is necessary to record additional information from the application not included in the heading; e.g.:

SHARADAY CO.

Birthday certificate. Birthday greeting from Crume's ice cream. © Alvin B. Yerkes, Jr. d.b.a. Sharaday Co.; 1May60; KK151881.

FILON PLASTICS CORP. ©

Reinforced fiberglas and nylon plastic panels. © 15Oct55; KK151631.

Each main entry for currently registered works includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable:

- 1) Title, amplified if necessary by a brief description of the pictorial content of the work, and followed by any variant title.
- 2) Names of contributors to the work.
- 3) Series statement.
- 4) Special descriptive data, limited to registrations which appeared in a newspaper or

periodical, giving the name and issue date of the publication, and the number of the page on which the item will be found.

- 5) Names of authors given in the application which do not appear elsewhere in the entry.
- 6) Name of the employer in the case of a work made for hire, if so named in the application, together with the names of the employees when given.
- 7) Copyright symbol ©.
- 8) Name of the copyright claimant when it is necessary to record information given in the application which is not included in the heading.
- 9) Date of publication as given in the application.
- 10) Registration number.

Whenever it is necessary to indicate a variation between the information given in the application and in the copy of the work with respect to the claimant's name or the date of publication, the data from the application are given first, followed by the phrase "in notice" and the data given in the work; e.g., © Richard Roe & Co.; 8Jul60 (in notice: 1959); KK15500.

For renewal registrations, the main entry includes, in addition to the claimant's name under which it is filed, the following items of information if available and applicable.

- 1) Title.
- 2) Copyright symbol.
- 3) Date of original copyright.
- 4) Original registration number.
- 5) Name of the renewal claimant followed by a statement in parentheses, usually abbreviated, giving the basis of the renewal claim as supplied by the applicant, e.g., "John Doe & Co. (P)"

indicates that renewal of copyright is claimed by John Doe & Co. as proprietor.

- 6) Date of receipt of the renewal application or the fee, whichever is later.
- 7) Renewal registration number.

ABBREVIATIONS AND SYMBOLS

The following list includes abbreviations and symbols used in this catalog with specific copyright or bibliographic meanings. Definitions are not given for abbreviations in common use.

a.k.a. —also known as

appl.	—application
©	—copyright symbol
d.b.a.	—doing business as
NM	—new matter
p.	—page, pages
(P)	—proprietor of a commercial print or label
pseud.	—pseudonym
pub.	—published, publishing
rev.	—revised
t.a.	—trading as
v., vol., vols.	—volume, volumes

COPYRIGHT REGISTRATIONS FOR COMMERCIAL PRINTS AND LABELS

July–December 1960

Commercial prints and labels	3,724
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These figures represent the number of registrations for commercial prints and labels for July–December

1960, but do not necessarily represent the exact number of entries in this issue of the *Catalog of Copyright Entries*. Registration figures for other classes of material may be found in the respective parts.

COMMERCIAL PRINTS AND LABELS

CURRENT REGISTRATIONS

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A

A & W TRACTOR PRODUCTS CO. ©
Now, slicker, quicker tractor starts; starter booster. (In Implement & tractor, June 11, 1960, p.1) Appl. author: John Fritz. © 11Jun60; KK152448.

A.G.S. & B. SEE Spalding (A. G.) & Bros.

A.M. CO. SEE American Monorail Co.

A-M CORP. SEE Addressograph-Multigraph Corp.

A. P. CO. SEE Armour Pharmaceutical Co.

A.T. CO. SEE American Tobacco Co.

AARON COFFEE CO.
Value plus instant coffee. Family size. 12 full ozs. © Aaron Weiser d.b.a. Aaron Coffee Co.; 20Jul60; KK153379.

ABBOTT LABORATORIES. ©
The Abbo-Liter; like a big cousin to the ampoule and with the same high ampoule standard of safety; bottle. (In Surgery, gynecology and obstetrics, July 1960, p.98) Appl. author: C. S. Downs. © 1Jul60; KK154091.

Aminosol; modified fibrin hydrolysate injection, low sodium. 4 highly nutritive protein solutions derived from beef blood, enriched with potassium and low in sodium. Appl. author: C. S. Downs. © 16Jul60; KK152819.

Anemia during puberty, another indication for Filmtab Iberol. Appl. author: John C. Michalek. © 28Sep60; KK155366.

Anemia of puberty, another indication for Filmtab Iberol. (In GF, Sept. 1960, p.242) Appl. author: John C. Michalek. © 10Aug60; KK155365.

Another dandruff wonder, that wasn't. Selsun suspension. Appl. author: John C. Michalek. © 15Nov60; KK155722.

Any diet problems like this in your family? One of the quality vitamins by Abbott; Filmtab Dayalets-M. Appl. author: C. S. Downs. © 30Oct60; KK154253.

But doctor, can't you prescribe something cheaper? Prescription specialists. Appl. author: C. S. Downs. © 13Sep60; KK153768.

But doctor, castor oil is cheaper. Prescription specialists. [Elderly lady] Appl. author: C. S. Downs. © 4Aug60; KK153376.

But doctor, I'm no millionaire. Prescription specialists. Appl. author: C. S. Downs. © 50Oct60; KK154326.

But doctor, those pills broke my back. Prescription specialists. Appl. author: John C. Michalek. © 22Nov60; KK155719.

Complete the picture here and win yourself a new customer. For a limited time only, you can offer a Sucaryl tablet dispenser free with each purchase of Sucaryl tablets. Appl. author: C. S. Downs. © 15Mar60; KK152837.

Compocillin-V, hydrabamine penicillin V, the higher blood levels of penicillin V in a delicious, banana flavored form. Three 10-ml. starter samples. Appl. author: John C. Michalek. © 18Oct60 (in notice: 1959); KK155363.

Compocillin-VK, against common penicillin-sensitive organisms. 3 Filmtabs 125 mg., no.6337. Appl. author: C. S. Downs. © 7Jul60; KK152898.

Compocillin-VK, against common penicillin-sensitive organisms. 3 Filmtabs 250 mg., no.6343. Appl. author: C. S. Downs. © 20Jun60; KK152895.

Compocillin-VK, potassium penicillin V, against common penicillin sensitive organisms. Professional samples, 250 mg. Appl. author: John C. Michalek. © 18Oct60; KK155362.

Compocillin-VK, potassium penicillin V; fresh, cherry-flavored granules for oral solution. Carry on calls three 10-ml. starter samples. Appl. author: John C. Michalek. © 18Oct60; KK155361.

Dear doctor: All maintenance vitamins alike? Dayalets-M. Appl. author: C. S. Downs. © 3Feb60; KK152893.

Dear doctor: Here, for your evaluation, are four leading forms of Nembutal; barbiturate. Appl. author: C. S. Downs. © 1Jun59; KK152892.

Dear doctor: Here is an anticholinergic dose form which virtually guarantees automatic control of nighttime ulcer pain. Tral 75 mg. Gradumet. Appl. author: C. S. Downs. © 3May60; KK152820.

Dear Doctor: Here's the latest lively symbol of the potency of Optilets. Potent Optilets. Jean Colin's colorful Pierrot. Appl. author: C. S. Downs. © 3Jun60; KK152455.

Dear doctor: How would your latest geriatric fit into this picture? Geriactive with Filmtab Gerilets. Appl. author: John C. Michalek. © 15Nov60; KK155721.

Dear doctor: Take eleven important vitamins, eight valuable minerals, and cysteine hydrochloride to complete the formula; ViDaylin-M. Appl. author: C. S. Downs. © 3Jun60; KK152897.

Dear doctor: Whether you're dealing with asthmatic wheeze, sneeze, or bronchospasm ... you'll find Norisodrine, in its two principal forms, will help keep your patient symptom-free. Syrup with calcium iodide; sulfate powder in the Aero-halor. Appl. author: C. S. Downs. © 10Oct60; KK154327.

Does he or does he not have an ulcer? Tral; anticholinergic. [Carpenter holding board] Appl. author: Thomas S. Bird. © 12Sep60; KK154356.

Does he or does he not have an ulcer? Tral; anticholinergic. [Man sitting at drawing board] Appl. author: Thomas S. Bird. © 12Sep60; KK154354.

Does he or does he not have an ulcer? Tral; anticholinergic. [Man standing by desk holding eyeglasses & papers] Appl. author: Thomas S. Bird. © 12Sep60; KK154355.

Does he or does he not have an ulcer? Tral; anticholinergic. [Two men sitting at desk looking at papers] Appl. author: Thomas S. Bird. © 12Sep60; KK154357.

Does he or does he not have an ulcer? Tral; anticholinergic. [Young man at desk with telephone] Appl. author: Thomas S. Bird. © 12Sep60; KK154353.

Drugs die younger as people live longer; Reliable prescriptions. 84M-0660. Appl. author: C. S. Downs. © 28Oct60; KK154988.

Efficiency in action; Erythrocin in antibiotic therapy. Big Ben, by Gil Moret. Appl. author: Thomas S. Bird. © 7Nov60; KK155929.

Efficiency in action; Erythrocin in antibiotic therapy. Boston light, by Stanley Meltzoff. Appl. author: Thomas S. Bird. © 7Nov60; KK155928.

Efficiency in action; Erythrocin in antibiotic therapy. Greenwich Observatory, by Stanley Meltzoff. Appl. author: Thomas S. Bird. © 7Nov60; KK155427.

Efficiency in action; Erythrocin in antibiotic therapy. Icebreaker, by Stanley Meltzoff. Appl. author: Thomas S. Bird. © 7Nov60; KK155428.

Abbott Laboratories-Con.

Efficiency in action; Erythrocin in antibiotic therapy. The North Star, by Albert John Pucci. Appl. author: Thomas S. Bird. © 7Nov60; KK155426.

Efficiency in action; Erythrocin in antibiotic therapy. Toscanini conducts, by Herschel Levit. Appl. author: Thomas S. Bird. © 7Nov60; KK155927.

15 professional samples of Vi-Daylin drops with unbreakable calibrated dropper; vitamin. Appl. author: C. S. Downs. © 20Jun60; KK152894.

Flow rate calculator for Abbott blood or solution infusion sets. Appl. author: C. S. Downs. © 10Oct60; KK154545.

For hypertension, Oreticyl; for edema, Oretic. Physician's evaluation package. 1 six-tablet vial Oretic 50 mg., list no.6965; 1 twelve-tablet vial Oreticyl Forte, list no.6927. Appl. author: C. S. Downs. © 18May60; KK152836.

For the hypertensive who must stay on the job; Oreticyl. Appl. author: John C. Michalek. © 7Dec60; KK155519.

44 hits out of 114,600 tries; reliable prescriptions. Appl. author: John C. Michalek. © 13Dec60; KK155518.

Geriatric with Filmtab Gerilets. A full range of dietary and therapeutic support for older patients. (In Medical economics, July 4, 1960 p.202) Appl. author: C. S. Downs. © 27Jun60; KK154325.

Geriatric with Filmtab Gerilets; a full range of dietary and therapeutic support for older patients. Physician's evaluation package. List no.6424. (Sample carton 08-7867) Appl. author: C. S. Downs. © 13Jul60 (in notice: 1959); KK154987.

Geriatric with Filmtab Gerilets; tablet. A full range of dietary and therapeutic support for older patients. Appl. author: C. S. Downs. © 17May60; KK153375.

Geriatric with Gerilets; Filmtab. A full range of dietary and therapeutic support for older patients; tablets. (In Journal of American Geriatrics Society, May 1960, p.34) Appl. author: C. S. Downs. © 23Apr60; KK152824.

Giving blood this way offers special benefits. Abbott's secondary blood administration set permits instant shift from solution to blood. Reliability in action. (In Hospital management, Mar. 1960, p.70) Appl. author: C. S. Downs. © 15Feb60; KK154090.

How to make a diet stick. Desoxyn Gradumet; Sucaryl; Dayalets Filmtabs. Appl. author: C. S. Downs. © 4Apr60; KK153086.

How to win friends and influence little people. Complimentary package. Vi-Daylin, 1/2 fluid ounce, list no.3606; ViDaylin-M, 1/2 fluid ounce, list no.6992; Vi-Daylin Dulcet tablets, 10 tablets, no.6946. Appl. author: C. S. Downs. © 20Sep60; KK154207.

Iberol means iron; Filmtab film-sealed tablets. Appl. author: C. S. Downs. © 30Jun60; KK153374.

Important facts about the dietary habits of growing teenagers and about a new product specifically formulated to help insure optimum nutrition; Filmtab Dayteens. Appl. author: C. S. Downs. © 30Oct60; KK154252.

In psychosomatic complaints, Nembutal replaces anxieties and tensions with a feeling of confidence. In obesity, Desoxyn curbs the appetite, elevates the mood. Two classic drugs combined in the long-acting Gradumet Desbutal. Appl. author: C. S. Downs. © 12Aug60; KK153565.

Interim report on Abbott veterinary drugs. Erythrocin & other drugs. Appl. author: John C. Michalek. © 7Nov60; KK155438.

Is your ulcer patient sleeping on the job? Tral 75 mg. Gradumet. Appl. author: John C. Michalek. © 4Nov60; KK155367.

Kaltin con neomicina. Appl. author: Thomas S. Bird. © 1Jul60; KK155484.

Logical culmination to thiazide therapy, Enduron. Appl. author: John C. Michalek. © 23Nov60; KK155720.

Morpheus reigns. Placidyl nudges your patient to sleep. (In Medical economics, July 4, 1960, p.201) Appl. author: C. S. Downs. © 27Jun60; KK154324.

New, Desbutal Gradumet brings together two classic drugs. Appl. author: John C. Michalek. © 28Oct60; KK155517.

The new drugs you prescribe go down in price; reliable prescriptions. Appl. author: C. S. Downs. © 12Jul60; KK152877.

New Filmtab Dayteens for growing teenagers. Professional sample. List no.6820. (Sample carton 08-8650) Appl. author: C. S. Campbell. © 12Sep60; KK154989.

News from Abbott of an improved way to treat edema and hypertension; announcing Enduron. Appl. author: John C. Michalek. © 3Nov60; KK155437.

No scurrying sheep, no pounded pillows, no worried waiting for that first yawn, with Placidyl; just restful slumber. (In Journal of American Geriatrics Society, May 1960, p.33) Appl. author: C. S. Downs. © 23Apr60; KK152822.

No thanks, no calories. Sucaryl. (In Journal of the American Pharmaceutical Assn., June 1960, p.378) Appl. author: C. S. Downs. © 10Jun60; KK152874.

Norisodrine syrup with calcium iodide. Provides long-term maintenance for chronic respiratory allergies. Physician's trial package. 3/1-fl. oz. bottles. Appl. author: C. S. Downs. © 1Aug60; KK153377.

Now, anticholinergic effectiveness in the long-acting Gradumet. Tral Gradumet, 50 mg., with phenobarbital, 30 mg.; Tral Gradumet, 50 mg.; Tral Gradumet, 75 mg. Appl. author: C. S. Downs. © 20Jun60; KK152899.

Now any hospital, large or small, can manage acute renal failure. Introducing Inpersol, Abbott's peritoneal dialysis solution and administration set. (In Surgery, gynecology and obstetrics, Sept. 1960, p.46) Appl. author: C. S. Downs. © 1Sep60; KK154094.

Now, doctor, where could I have caught anemia? Filmtab Iberol. Appl. author: C. S. Downs. © 28Sep60; KK154281.

Now, two classic drugs combined in the long-acting Gradumet; Desbutal. Physician's evaluation package. (Sample carton, no.08-8597) Appl. author: C. S. Downs. © 12Oct60; KK154991.

Now, two classic drugs combined in the long-acting Gradumet Desbutal (Desoxyn and Nembutal) Physician's evaluation package. Appl. author: C. S. Downs. © 15Aug60; KK153558.

Nutritional slide chart. Vi-Daylin & 15 other nutritional supplements. Appl. author: C. S. Downs. © 26Sep60; KK154250.

On coats, styles change in vitamins, too; vitamins by Abbott. (In California medicine, Oct. 1960, between p.68-69) Appl. author: C. S. Downs. © 7Oct60; KK155297.

\$194 million for research in 1959; reliable prescriptions. Appl. author: C. S. Downs. © 16Aug60; KK153557.

Pentothal (Madrid) [Statues of Don Quixote & Sancho Panza in city] (In Surgery, gynecology and obstetrics, July 1960, p.97) Appl. author: C. S. Downs. © 1Jul60; KK154092.

Pentothal (Mexico City) [Cathedral on square in city] (In Surgery, gynecology and obstetrics, Sept. 1960, p.45) Appl. author: C. S. Downs. © 1Sep60; KK154093.

Picture of a young lady about to try her next dandruff cure; Selsun. (In GP, Sept. 1960, p.241) Appl. author: John C. Michalek. © 10Aug60; KK155368.

Potent Opilets. Poster. Signed: Herbert Leupin. Appl. author: C. S. Downs. © 14Oct60; KK154990.

Potente Dayamineral Filmtab. [Clown] (Spanish potente Dayamineral) Appl. author: Thomas S. Bird. © 10Oct60; KK154742.

Potente Dayamineral Filmtab. [Man hopping over rose] (Spanish potente Dayamineral) Appl. author: Thomas S. Bird. © 10Oct60; KK154744.

Potente Dayamineral Filmtab. [Monocyclist] (Spanish potente Dayamineral) Appl. author: Thomas S. Bird. © 10Oct60; KK154741.

Potente Dayamineral Filmtab. [Silhouette of girl wearing pony tail, riding bicycle] (Spanish potente Dayamineral) Appl. author: Thomas S. Bird. © 10Oct60; KK154743.

Q: Anything new in Abbott vitamin promotion this fall? A: Everything's new. Dayalets & other vitamins. (In Chain store age, Sept. 1960, p.109-112) Appl. author: C. S. Downs. © 10Sep60; KK154544.

She knows; and the moment is bright when there's a pram in her future. Pramilets, comprehensive vitamin-mineral support with just one Filmtab daily. Appl. author: C. S. Downs. © 10Aug60; KK153556.

So simple to set up; you'll find Abbott's disposable venoclysis set, the Venopak, particularly simple to use. (In Hospital management, May 1960, p.69-72) Appl. author: C. S. Downs. © 15Apr60; KK152875.

Some primary advantages of secondary Venopaks. (In Surgery, gynecology and obstetrics, Nov. 1960, p.115-116) Appl. author: John C. Michalek. © 1Nov60; KK155436.

Sound medical reason behind the formula of Filmtab Iberol; tablets. Your prescription for Iberol restores normal hematopoiesis by taking care of your patient's iron. Appl. author: C. S. Downs. © 20Jun60; KK153373.

Specialty; prescription specialists. [French chef] Appl. author: C. S. Downs. © 15Jun60; KK152876.

Ssh, Placidyl nudges your patient to sleep. Appl. author: C. S. Downs. © 23Jun60; KK152817.

Thank you; prescription specialists. Appl. author: C. S. Downs. © 7Apr60; KK152818.

This is the Vi-Daylin moment. How do you prefer to give children's multi-vitamins? (In GP, Sept. 1960, p.39-40) Appl. author: John C. Michalek. © 10Aug60; KK155364.

The three minute detail on Erythrocin injectable veterinary. Appl. author: C. S. Downs. © 28Oct60; KK155298.

To meet special nutritional needs of growing teenagers, Filmtab Dayteens. (In California medicine, Oct. 1960, between p.68-69) Appl. author: C. S. Downs. © 7Oct60; KK155296.

- Tral, anticolinergico selectivo, efecto terapeutico prolongado. Muestra medica. Appl. author: Thomas S. Bird. © 16Nov60; KK155572.
- Turn the wheel, out comes a Sucaryl tablet; fill and use over and over again. Spring sales. (In Chain store age, Mar. 1960, p.93) Appl. author: C. S. Downs. © 10Mar60; KK152823.
- Vi-Daylin drops, the complete nutritional formula for infants; citrus-flavored vitamins. 5 cc., no.08-8365. Appl. author: C. S. Downs. © 20Jun60; KK152896.
- Vi-Daylin Dulcet; citrus-flavored vitamin tablets. 6 professional samples each containing 2 Dulcet tablets; list no.6946. Appl. author: C. S. Downs. © 3Sep59; KK153378.
- Vi-Daylin, the vitamin formula for growing children; 8 essential vitamins in every daily teaspoonful. Label 07-2098 & carton 08-7401. 8 fluid ounces. (List no.3606) Appl. author: C. S. Downs. © 11Nov58; KK154280.
- ViDaylin-M; candy-flavored vitamins and minerals. Just a spoonful a day. One pint. (List no.6992) Appl. author: C. S. Downs. © 1Mar60; KK154653.
- ViDaylin-M; the vitamin-mineral formula for growing children. Candy-flavored vitamins & minerals. 12 1-fl. oz. samples. (List no.6992) Appl. author: C. S. Downs. © 3May60; KK154654.
- ViDaylin-M; the vitamin-mineral formula for growing children. Just a spoonful a day. One pint. (List no.6992) Appl. author: C. S. Downs. © 1Mar60; KK154652.
- A vitamin coating is a vitamin coating; only a Filmtab coating is more so. Filmtab Optilets & other vitamins. (In MD medical newsmagazine, Jan. 1960, p.17-18) Appl. author: C. S. Downs. © 1Jan60; KK152825.
- Vitamin time is fun when it's Vi-Daylin; multivitamin. (In Chain store age, Mar. 1960, p.94) Appl. author: C. S. Downs. © 10Mar60; KK152821.
- Weight-watchers on the go know: Sucaryl belongs. Sucaryl outsells, outpromotes all other non-caloric sweeteners combined. (In American druggist, Sept. 5, 1960, p.33) Appl. author: C. S. Downs. © 1Sep60; KK154546.
- When canning time's over (with a bang) and recovery's begun (with a will) add Sur-Bex with C to the convalescent program. Filmtab. Appl. author: C. S. Downs. © 26Aug60; KK153750.
- When there's a pram in her future, she'll need Filmtab Pramilets today; phosphorus-free prenatal supplement. Professional sample enclosed. 7 Filmtabs; list no.6983. Appl. author: C. S. Downs. © 24Sep60; KK154251.
- When there's a pram in her future, she'll need Pramilets today. Comprehensive vitamin-mineral support with just one Filmtab daily. Appl. author: C. S. Downs. © 14Jul60; KK152835.
- Yum. A good diuretic like Oretic offers a chance of welcome relief; tablets. Appl. author: C. S. Downs. © 22Jul60; KK153372.
- ACADEMIC INSTRUMENT CO. © Automatic speed reader. Appl. author: Simeon Gest. © 1Dec60; KK155770.
- ACME APPLIANCE MANUFACTURING CO. © For two to twenty folding doors; series 2600. (In Hardware consultant, July 1960, p.43) © 1Jul60; KK155105.
- How to install pocket doors using Acme ... pocket door hardware with adjustable hangers, series 82-85. (Form 88-85) © 2Nov60; KK155104.
- ACME CHEMICAL CO. © The new one-step disinfectant, detergent, deodorizer; Saniterge is a dual-quat. Appl. author: George J. Halaska. © 5Dec60; KK155463.
- ACME STEEL CO. © Acme Steel feeds steel strapping through a double-faced pallet. Power strap feed assembly, model E41, with reciprocating strap track. © 3Jun60; KK152860.
- Model E5 mounts for Acme steelstrappers. © 9Sep60; KK155009.
- ACTIVE SCREW & MANUFACTURING CO. Screw descriptor; dial correct screw nomenclature. Appl. author: Edelstein-Nelson Advertising Agency, Inc. © Emanuel Slutsky & Albert Granat d.b.a. Active Screw & Manufacturing Co.; 8Sep60; KK154332.
- ADAMS, ADRIENNE. © The shoemaker and the elves, by the brothers Grimm. Translated by Wayne Andrews; illustrated by Adrienne Adams. Jacket illus. © 23Aug60; KK154581.
- ADAMS (D. W.) INC. © L.E.C., lubricity extender concentrate; for gasoline and diesel fuel. Contents one pint. Appl. author: D. W. Adams. © 28Jun60; KK152872.
- L.E.C., lubricity extender concentrate, with Moly; for engine oil. Contents one pint. Appl. author: D. W. Adams. © 28Jun60; KK152871.
- ADAMS (S. S.) CO. © Beer glass; fill with water, it looks, it feels like a real glass of beer. Every victim tries to drink it. © 19Mar60; KK154141.
- Funny dribble glass; they dribble, they drool, they don't know why. © 19Mar60; KK154140.
- ADDRESSOGRAPH-MULTIGRAPH CORP. © Addressograph now offers the textile industry new machines, new developments. Model 9500, optical code reader & 3 other models. (In Textile industries, Oct. 1960, p.104-105) Appl. author: Edward M. Marker. © 1Oct60; KK154948.
- Another example of Addressograph-Multigraph cost-cutting. Addressograph memory system saves publishing firm \$47,000 per year; Addressograph plates. Class 2000. (In Newsweek, June 27, 1960, p.7) Appl. author: John H. Gerber. © 27Jun60; KK153509.
- Cutting costs is our business. Picture how Joe Smith looks to your payroll department. (In U. S. news & world report, Oct. 31, 1960, p.13) Appl. author: Edward M. Marker. © 31Oct60; KK155179.
- Efficient way to steer any business operation. (In Newsweek, Nov. 14, 1960, p.13) Appl. author: Edward M. Marker. © 14Nov60; KK155865.
- How to get the quantity and quality you want; Multilith offset, specialized transfer masters. (In ODR reproductions review, May 1960, p.54-55) Appl. author: John H. Gerber. © 15May60; KK152849.
- How to master mind every order. Multilith Duplimat Master. (In Newsweek, Oct. 24, 1960, p.7) Appl. author: Edward M. Marker. © 24Oct60; KK154602.
- Look, a new Multilith sensitized master at 15¢; series 9002. (In ODR reproductions review, June 1960, p.48-49) Appl. author: John H. Gerber. © 15Jun60; KK153510.
- Multilith offset combined bill of lading-freight bill system cuts costs, eliminates errors, speeds shipments. What Freight-rite means to you. If you ship by truck, you'll save with Freight-rite. (In Dun's review and modern industry, June 1960, p.80-81) Appl. author: John H. Gerber. © 1Jun60; KK154461.
- A new, economy-priced, all-purpose offset duplicator, Multilith model 1000. (In Business week, Oct. 8, 1960, p.101) Appl. author: John H. Gerber. © 8Oct60; KK154462.
- New Multilith offset combined bill of lading-freight bill system Freight-rite eliminates manual billing. Freightrite breaks the paperwork barrier. (In Eastern motor truck news, June 1960, p.14-15) Appl. author: John H. Gerber. © 1Jun60; KK154460.
- New Multilith offset model 1275 AF automated features. (In ODR reproductions review, Mar. 1960, p.50-51) Appl. author: John H. Gerber. © 15Mar60; KK152848.
- New Multilith quick process lacquer for Multilith sensitized aluminum masters. (In ODR reproductions review, Nov. 1960, p.56-57) Appl. author: Edward M. Marker. © 1Nov60; KK155287.
- Portland, Oregon, October, 1960. Leading carriers eliminate manual billing burden; new Multilith offset Freightrite system. (In Transportation supply news, Oct. 1960, p.35) Appl. author: Edward M. Marker. © 1Oct60; KK154601.
- Whatever the job there's a certified Multilith master to help you do it better. (In ODR reproductions review, Aug. 1960, p.48-49) Appl. author: John H. Gerber. © 1Aug60; KK154463.
- ADVISORY ASSOCIATES. © Stamp saver's friend, don't lick 'em, wet 'em; moistener for stamps. Appl. author: Charles T. Hendrick. © 19Sep60; KK154046.
- AECO-SEM. Pay yourself dividends, save monthly by mail. Appl. author: P. E. Dozier. © Atlanta Envelope Co. & Southern Envelope Manufacturers, Aeco-Sem accepted designation; 10Nov60; KK155477.
- AEROPLASTICS CORP. © Swim fun board. © 1Sep58; KK155848.
- Swing fun board, jr. (Catalog no. S1221) NM: revision. © 15Nov60; KK155849.
- AEROQUIP CORP. © Cargo control systems; brewer profits from series F system. (Application bulletin, 700-11) © 5Aug60; KK155736.
- Cargo control systems; catsup shipments protected. (Application bulletin, 700-4) © 10Jun60; KK153650.
- Cargo control systems; King converts to series E. (Application bulletin, 700-20) © 8Nov60; KK155741.
- Cargo control systems; loader beams speed shipments. (Application bulletin, 700-19) © 8Nov60; KK155740.
- Cargo control systems; new Neptune vans use series E system. (Application bulletin, 700-8) © 8Jul60; KK155733.
- Cargo control systems; plaster board tie-down. (Application bulletin, 700-1) © 10Jun60; KK153647.
- Cargo control systems; ratchet buckle is tie-down solution. (Application bulletin, 700-9) © 5Aug60; KK155734.

Aerogquip Corp.-Con.

- Cargo control systems; second deck allows specialized hauls. (Application bulletin, 700-5) © 10Jun60; KK155730.
- Cargo control systems; series E protects piggyback doors. (Application bulletin, 700-17) © 9Sep60; KK155739.
- Cargo control systems; series E retrofit makes stock shelves. (Application bulletin, 700-7) © 5Aug60; KK155732.
- Cargo control systems; series E speeds sawfay shipments. (Application bulletin, 700-16) © 11Oct60; KK155738.
- Cargo control systems; series F system speeds load handling. (Application bulletin, 700-10) © 5Aug60; KK155735.
- Cargo control systems; series J system protects beer shipment. (Application bulletin, 700-3) © 10Jun60; KK153649.
- Cargo control systems; shoring bars for dairy trailer. (Application bulletin, 700-2) © 10Jun60; KK153648.
- Cargo control systems; six man-hours to convert older van. (Application bulletin, 700-6) © 10Jun60; KK155731.
- Cargo control systems; van-tank uses 4" ratchet buckle. (Application bulletin, 700-12) © 5Aug60; KK155737.
- Hose proof test adapters. (Aircraft engineering bulletin, AEB-44) © 12Aug60; KK153645.
- New steel T-brace for second deck support, no. 3566. (Product bulletin, GLB 116) © 28Jul60; KK153646.
- Retaining clamp design improvement, part no. 900376. (Aircraft service bulletin, ASB-33) © 28Jul60; KK153644.
- AFFILIATED DISTILLERS BRANDS CORP. SEE** Schenley Distillers Co.
- AIR DEVICES, INC. ©**
- Agitair one motor. constant volume mixing boxes. Type O series. Appl. author: Cortland N. O'Day. © 10Aug60; KK153396.
- Agitair registers, grilles, air controls, extruded aluminum grilles. Appl. author: Cortland N. O'Day. © 10Aug60; KK153397.
- Agitair square and rectangular air diffusers with built-in diffusing vanes and high induction jets. Appl. author: Cortland N. O'Day. NM: revision. © 1Sep60; KK153720.
- Completely redesigned Agitair high velocity, constant volume hi-vel boxes. Type T series, two motors. Appl. author: Cortland N. O'Day. © 15Jul60; KK153398.
- AIRESOL DIVISION, J. G. BERKMAN & CO. SEE** Berkman (J. G.) & Co. Airesol Division.
- ALBIN, CHARLES H. SEE** Show-House.
- ALCONOX, INC. ©**
- Specify; Alconox, the master cleaner. World's finest detergent. Alcojet; Alcotabs. © 24Sep60; KK155966.
- ALCONOX, INC. H & L PRODUCTS. SEE** H & L Products.
- ALCORT, INC. ©**
- Assembly instructions for building your Sunfish kit. © 2Jun60; KK152640.
- ALLEN (MARK) CO. ©**
- New, diamond glo, Kontrol; hair spray'n set. Contents: 15 av. oz. © 8Jul60; KK153035.

ALTHEIMER & BAER, INC. ©

- Now at the lowest price in Dormeyer mixer history; 3 speed electric mixer with stand. Tipton's. (In News-star, Shawnee, Okla.) Appl. author: Milton L. Altheimer. © 5Aug60; KK155537.
- Only while 488 last; modern desk & chair. Kay Jewelers. (In San Jose mercury-news, Aug. 7, 1960, section 2) Appl. author: Milton L. Altheimer. © 7Aug60; KK153538.
- Sale priced to win 1,000 new customers: poly-foam seat gossip bench, phone desk & 3-way lamp. Grand Leader. (In Journal-gazette, Fort Wayne, comics) Appl. author: Milton L. Altheimer. © 7Aug60; KK154333.
- Semi-porcelain dinnerware plus stainless tableware; beauty rose pattern. Grand Leader. (In Journal-gazette, Fort Wayne) Appl. author: Milton L. Altheimer. © 7Aug60; KK153539.
- 3-turret lens movie camera, camera-projector, and all equipment. (Movie camera & projector) Grand Leader. (In Journal-gazette, Fort Wayne, Aug. 21, 1960, comics, p.5) Appl. author: Milton L. Altheimer. © 21Aug60; KK154035.

ALTNOW, GEORGE GUSTAV.

Pacific Wire-Grams. SEE Pacific Wire Works Co.

ALVARADIO INDUSTRIES.

Alvaradio warehouse busting out sale. By Harry Gartsman. AN/VRC-4 marine radio & other items. © Alvaradio Industries, a division of Standard Electronics, Inc.; 1Jun60; KK152365.

AMALGAMATED SUGAR CO. ©

Free entry blank, take one. Enter the White Satin KPTV magic sugar bowl contest. Appl. author: Pacific National Advertising Agency. © 10Feb60; KK152599.

AMEROSIA CHOCOLATE CO. ©

Duffner's chocolate fudge chip ice cream; Bulk Pak. 1/2 gal. liquid. Appl. author: KVP Sutherland Paper Co. © 9Jul60; KK153099.

Highlander fondant chocolate ice cream; Bulk Pak. 1/2 gal. liquid. Appl. author: KVP Sutherland Paper Co. © 12Jul60; KK153098.

AMERICAN BREWERY, INC. ©

Nobody reads ads about beer. American; Dortmund; Shannon cream stout. (In The Sun, Baltimore, Aug. 16, 1960, p.21) Appl. author: Van Sant, Dugdale & Co., Inc. © 16Aug60; KK153265.

To all drivers: if you should have trouble on the highways this weekend, look for us. Special American beer courtesy trucks. (In The Evening sun, Baltimore, Sept. 1, 1960, p.25) Appl. author: Van Sant-Dugdale & Co., Inc. © 1Sep60; KK153679.

AMERICAN CAN CO. DIXIE CUP DIVISION. ©

Coffee men demonstrate their best brews in Dixie Mira-Glaze cups. (In The Saturday evening post, June 18, 1960, p.53) Appl. author: Hicks & Greist, Inc. © 13Jun60; KK152674.

Easter design. Easter egg coloring. No.2182. 12 fl. oz. © 22Sep60; KK154442.

Easter design. Easter egg hunt. No.2182. 12 fl. oz. © 22Sep60; KK154443.

Easter design. Easter fun. No.2182. 12 fl. oz. © 22Sep60; KK154439.

Easter design. Easter morning. No.2182. 12 fl. oz. © 22Sep60; KK154441.

Easter design. Easter pets. No.2182. 12 fl. oz. © 22Sep60; KK154440.

Kids flip for cooling drinks in cups from a Dixie dispenser. (In The Saturday evening post, Aug. 13, 1960, p.49) Appl. author: Hicks & Greist, Inc. © 8Aug60; KK153056.

Kids love to call time out with Dixie cups from a Dixie dispenser. (In The Saturday evening post, Oct. 1, 1960, p.47) Appl. author: Hicks & Greist, Inc. © 26Sep60; KK154239.

Nothing harmonizes with kids like cups from a Dixie dispenser. (In The Saturday evening post, July 9, 1960, p.5) Appl. author: Hicks & Greist, Inc. © 5Jul60; KK152404.

Petal design. Dixie cup. No.185. 9 fl. oz. © 16Nov60; KK154982.

To each his own clean Dixie cup. (In The Saturday evening post, Oct. 29, 1960, p.3 of cover) Appl. author: Hicks & Greist, Inc. © 24Oct60; KK155420.

What's in a Dixie cup that you never outgrow? (In The Saturday evening post, Aug. 27, 1960, p.53) Appl. author: Hicks & Greist, Inc. © 22Aug60; KK153438.

AMERICAN CAN CO. MARATHON DIVISION. ©

Bonus white enriched bread. Wt. 1 lb. 11 oz. © 7Oct60; KK154798.

AMERICAN CAN CO. MARATHON DIVISION. NORTHERN PAPER MILLS. SEE Northern Paper Mills.

AMERICAN GREASE STICK CO. ©

Part-Ease heat control valve loosener & lubricant. Contents: 8 fl. oz. © 16Aug60; KK154411.

AMERICAN LEGION. ©

Encourage scholastic achievement, plan a balanced school program now. School award program & other items. Appl. author: James S. Whitfield. © 2Sep60; KK153612.

These shirts are perfect for bowling, post activities, meetings, conventions; official sportshirts for Legionnaires. Appl. author: James S. Whitfield. © 5Aug60; KK153080.

AMERICAN MACHINE & FOUNDRY CO. ©

AMF Lowerator self-leveling dispensers. SRC & other dispensers. Price schedule, effective May 1, 1960. © 9May60; KK153491.

Mrs. Anthony Drexel Duke follows through at another magic triangle bowling center. (In Sports illustrated) © 28Jul60; KK155515.

Mrs. Edwin C. Callan ... like so many others, she finds that bowling's best in the sociable atmosphere of a modern AMF center. (In The New Yorker) © 17Aug60; KK155516.

Mrs. Robert M. Cushing ... photographed at another new magic triangle bowling center. (In Sports illustrated) © 23Jun60; KK155514.

AMERICAN MONORAIL CO. ©

Explore inner space. (In Factory, June 1960, p.35) © 1Jun60; KK152284.

AMERICAN MONORAIL CO. CONVEYOR DIVISION. ©

American Cable-Way eliminates spoilage. (In Production equipment, June 1960, p.20) Appl. author: George E. Duff, George E. Duff Advertising. © 1Jun60; KK152457.

American chainless conveyor helps RCA produce color TV tubes. (In Automation, Sept. 1960, p.153) © 1Sep60; KK154033.

Burn-off, paint and bake for less; American Cable-Way. (In Automation, May 1960, p.177) Appl. author: George E. Duff, George E. Duff Advertising. © 1May60; KK152456.

Low-cost way to move sliver lap overhead; American Cable-Way. (In Textile Industries, June 1960, p.174) Appl. author: George E. Duff, George E. Duff Advertising. © 1Jun60; KK152458.

AMERICAN OLEAN TILE CO., INC. ©

Ceramic tile for beauty that lasts a housetime; American Olean tile creates a handsome bathroom scheme featuring the rich texture contrast with glazed and unglazed tile. (Pad no.19) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 15Feb60; KK152945.

Ceramic tile for beauty that lasts a housetime; American Olean tile in the new crystalline glazes and decorative Scored Tile designs bring a rich new texture and pattern interest to bathroom color schemes. (Pad no.22) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 15Feb60; KK152947.

Ceramic tile for beauty that lasts a housetime; American Olean unglazed ceramic mosaics bring an attractive feeling of softness and warmth to a bathroom color scheme. (Pad no.20) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 15Feb60; KK152946.

Ceramic tile for beauty that lasts a housetime; large size tiles can be used effectively in creating fresh and colorful bathroom treatments like this. (Pad no.21) Appl. author: Arndt, Preston, Chapin, Lamb & Keen, Inc. © 15Feb60; KK152638.

AMERICAN RADIATOR & STANDARD SANITARY CORP. INDUSTRIAL DIVISION. ©

Knock out that big sales hurdle, the initial investment, with American-Standard leasing plan. (Bulletin B-6529) © 29Jun60; KK153658.

AMERICAN SEATING CO. ©

Pew ends for church folding chairs. © 28Nov60; KK155472.

AMERICAN STERILIZER CO. ©

Amsco flexible film laboratory dry box. Appl. author: Gordon S. Altman. © 20Aug60; KK153435.

For quick, positive removal of rust, lime and scale from hospital equipment, Amsco Sanipro-H. Appl. author: Gordon S. Altman. © 29Jun60; KK152588.

AMERICAN THERMOS PRODUCTS CO. ©

New Thermos brand Perma-Case vacuum bottle. No.2202. Standard neck, pint size. © 28Aug60; KK154992.

Outing kit, by Thermos; contains 2 quart-size vacuum bottles, for hot and cold liquids, plus two large size food containers. Display band. © 28Oct60; KK155130.

Thermos brand outing kit. Contains: 2 quart-size Thermos brand vacuum bottles plus 2 handy, large capacity sandwich or food boxes. (Form 300K-60) © 28Aug60; KK154457.

Thermos brand stadium kit. No.3-78. © 7Oct60; KK155796.

AMERICAN TOBACCO CO. ©

Dual filter does it; Tareyton. Large cigarette pack & boat scene. (In Newsweek, June 27, 1960, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 23Jun60; KK152700.

Dual filter does it; Tareyton. Large cigarette pack & golf scene. (In Newsweek, May 30, 1960, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 26May60; KK152701.

Filters for flavor, finest flavor by far; Tareyton. Cruise ship scene. (In Newsweek, Nov. 14, 1960, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 9Nov60; KK155184.

Filters for flavor, finest flavor by far; Tareyton. Hunting scene. (In Newsweek, Oct. 17, 1960, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 12Oct60; KK154638.

Filters for flavor, finest flavor by far; Tareyton. Hunting scene. (In University of Washington daily, Aug. 11, 1960, p.27) Appl. author: L. C. Gumbinner Advertising Agency. © 11Aug60; KK153616.

Filters for flavor, finest flavor by far; Tareyton. Large cigarette pack & ranch scene. (In The Daily Lass-o, Texas Woman's University, Denton, Tex., Sept. 19, 1960, p.4) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 19Sep60; KK154370.

Filters for flavor, finest flavor by far; Tareyton. Ranch scene. (In Newsweek, Aug. 22, 1960, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 17Aug60; KK153617.

Filters for flavor, finest flavor by far; Tareyton. Skiing scene. (In Sunday news, New York, Dec. 14, 1960, coloroto magazine, p.25) Appl. author: L. C. Gumbinner Advertising Agency. © 4Dec60; KK155482.

Filters for flavor, the finest by far; Tareyton. Harness racing scene. (In Newsweek, July 25, 1960, p.4 of cover) Appl. author: L. C. Gumbinner Advertising Agency. © 20Jul60; KK153618.

Get satisfying flavor, so friendly to your taste; Pall Mall. [Slice of tomato] (In Newsweek, Aug. 8, 1960, p.21) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 3Aug60; KK153063.

Happiest smoking since filters began; new Riviera with the cool green filter inside. (In The Tacoma news tribune, Mar. 28, 1960, p.15) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 28Mar60; KK152453.

Le-shanah tovah tikatevu. Herbert Tareyton & 4 other brands. (Happy new year) Title transliterated from the Hebrew. (In Forward, Sept. 21, 1960, p.3) Appl. author: L. C. Gumbinner Advertising Agency. © 21Sep60; KK154371.

No filter, all tobacco; smoke the quality king with the tailored tip. Herbert Tareyton. Hand & pack. (In Portland evening express, Oct. 10, 1960, p.8) Appl. author: L. C. Gumbinner Advertising Agency. © 10Oct60; KK154637.

No filter, all tobacco; smoke the quality king with the tailored tip. Herbert Tareyton. Hand & pack. (In Portland evening express, Oct. 17, 1960, p.10) Appl. author: L. C. Gumbinner Advertising Agency. © 17Oct60; KK154786.

No filter, all tobacco; smoke the quality king with the tailored tip. Herbert Tareyton. Hand & pack, border around ad. (In Portland evening express, Oct. 5, 1960, p.28) Appl. author: L. C. Gumbinner Advertising Agency. © 5Oct60; KK154639.

No filter, all tobacco; smoke the quality king with the tailored tip. Herbert Tareyton. Pack & ashtray. (In Portland evening express, Oct. 3, 1960, p.9) Appl. author: L. C. Gumbinner Advertising Agency. © 3Oct60; KK154642.

No filter, all tobacco; smoke the quality king with the tailored tip. Herbert Tareyton. Pack with tone background. (In Portland evening express, Oct. 13, 1960, p.15) Appl. author: L. C. Gumbinner Advertising Agency. © 13Oct60; KK154643.

Remember all your friends who remember how great cigarettes used to taste; this Christmas give cartons of Luckies. Lucky Strike. (In True, Dec. 1960, p.65) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Nov60; KK155520.

Remember how great cigarettes used to taste? Luckies still do; Lucky Strike. [Couple reading postcard by mailbox] (In Look, Sept. 27, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Sep60; KK154082.

Remember how great cigarettes used to taste? Luckies still do; Lucky Strike. [Couple sitting on] porch. (In Farm Journal, Aug. 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Jul60; KK153559.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. [Couple walking through autumn leaves] (In The Saturday evening post, Oct. 8, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 4Oct60; KK155299.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Endorsed by Ira Aldridge. (In Ebony, Nov. 1960, p.28) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Oct60; KK155295.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Endorsed by Louise Jefferson. (In Ebony, Sept. 1960, p.9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Aug60; KK153686.

Remember how great cigarettes used to taste? Luckies still do; Lucky Strike. Endorsed by Louise Jefferson. (In The Baltimore Afro-American, July 5, 1960) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 5Jul60; KK152838.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Endorsed by Ulysses Kay. (In Ebony, July 1960, p.9) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 16Jun60; KK152425.

Remember how great cigarettes used to taste? Luckies still do. Lucky Strike. Fisherman. (In Life, June 27, 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 23Jun60; KK152424.

Tareyton really tastes great, says Jim Gilliam. (In Ebony, Oct. 1960, p.44) Appl. author: L. C. Gumbinner Advertising Agency. © 16Sep60; KK154640.

Tareyton really tastes great, says Jim Gilliam. (In Washington Afro-American, Sept. 24, 1960, p.5) Appl. author: Lawrence C. Gumbinner Advertising Agency. © 24Sep60; KK154369.

Tareyton scores big in taste, says Tommy Davis. (In Washington Afro-American, Nov. 15, 1960, p.8) Appl. author: L. C. Gumbinner Advertising Agency. © 15Nov60; KK155186.

Tareyton sure has the taste, says Willie Mays. (In The Register, The Agricultural & Technical College, Sept. 16, 1960, p.5) Appl. author: L. C. Gumbinner Advertising Agency. © 16Sep60; KK154641.

The taste comes clean through the chlorophyll green; Riviera. (In Republic and gazette, Phoenix, Ariz., June 27, 1960) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Jun60; KK153076.

American Tobacco Co.-Con.

The taste comes clean through the chlorophyll green; Riviera. (In The Phoenix gazette, July 5, 1960, p.29) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5Jul60; KK153604.

The taste comes clean through the chlorophyll green; that's why Riviera tastes so happily rich. (In Republic and gazette, Phoenix, June 20, 1960) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20Jun60; KK152577.

The taste comes clean through the chlorophyll green; that's why Riviera tastes so happily rich, yet so coolingly mild. (In Republic, gazette, Phoenix, Ariz., June 13, 1960) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Jun60; KK152698.

The taste comes clean through the unseen green; Riviera. (In The Seattle times, June 30, 1960, p.44) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 30Jun60; KK152723.

The taste comes clean through the unseen green; Riviera. (In The Tacoma news tribune, June 20, 1960, p.15) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 20Jun60; KK152299.

The taste comes clean through the unseen green; Riviera. (In The Tacoma news tribune, July 5, 1960, p.13) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 5Jul60; KK153627.

The taste comes clean through the unseen green; that's why Riviera tastes so happily rich, yet so coolingly mild. (In The Seattle times, June 13, 1960, p.40) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 13Jun60; KK152916.

Taste Pall Mall, so good, good, good. (In Life, Dec. 5, 1960, p.61) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1Dec60; KK155316.

Taste Pall Mall, so good, good, good. (In The Saturday evening post, Oct. 1, 1960, p.43) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 27Sep60; KK154216.

ANCIENT AGE DISTILLING CO. ©

How to make a good impression on a blind date. Sports idea contest. (In Sports afield, Sept. 1960, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 25Aug60; KK153706.

How to make a worm irresistible. Sports idea contest. (In Sports afield, Aug. 1960, p.1) Appl. author: Doyle Dane Bernbach, Inc. © 25Jul60; KK153701.

How to pick up bait along the way. Sports idea contest. (In Sports afield, Oct. 1960, p.7) Appl. author: Doyle Dane Bernbach, Inc. © 25Sep60; KK154515.

How vanity captures coons. Sports idea contest. (In Sports afield, July 1960, p.67) Appl. author: Doyle Dane Bernbach, Inc. © 25Jun60; KK152730.

What the well-dressed sports car driver should wear. Sports idea contest. (In Sports car illustrated, Oct. 1960, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 1Sep60; KK153705.

ANDERSON CO. ©

ANCO original equipment replacement windshield wiper arms and blades. (Form 04-0579) © 10Oct60; KK155345.

Dealer's request for replacement of ANCO products lost by fire, flood, windstorm, earthquake, or other acts of God. (Form 04-0583) © 18Oct60; KK155344.

How to install Anco Universal heavy-duty arm. (Form 04-0575) © 14Sep60; KK155434.

Mr. Dealer, here is how you get back promptly all your ANCO box-flap cash. (Form 04-0580) © 9Jun60; KK155346.

ANEMOSTAT CORP. OF AMERICA. ©

Diffus-A-Plate; type DP. Draftless aspirating air diffusers. (Catalog DAP-71) Appl. author: Jess H. Cloud. © 28Jun60; KK152914.

ANGOSTURA-WUPPERMANN CORP. ©

Dash it on the rocks before you pour the gin; aromatic bitters. (In Sports illustrated, Oct. 3, 1960, p.96) Appl. author: Foote, Cone & Belding. © 30Sep60; KK155064.

Dash it on the rocks before you pour the whiskey; aromatic bitters. (In Sports illustrated, Sept. 26, 1960, p.9) Appl. author: Foote, Cone & Belding. © 23Sep60; KK155063.

ANHEUSER BUSCH, INC. ©

After you've put down the industrial revolution, enjoy a Busch Bavarian. (In Chaff, Nov. 1960, p.5) Appl. author: Robert De Havilland. © 1Nov60; KK155389.

After you've survived the Peloponnesian War, enjoy a Busch Bavarian. (In Chaff, Oct. 1960, p.50) Appl. author: Robert De Havilland. © 1Oct60; KK154925.

Busch Bavarian brings you The Hawks. St. Louis Hawks 1960-61 home schedule. (In Globe-democrat Sunday magazine, Oct. 23, 1960, p.16-17) Appl. author: Russell Dopke. © 23Oct60; KK154635.

Thanks to you, America's fastest growing favorite; Busch Bavarian beer. (In The Missouri grocer, Oct. 1960, p.5) Appl. author: Robert De Havilland. © 1Oct60; KK154922.

ANIMAL HEALTH DEPT., ARMOUR PHARMACEUTICAL CO. SEE Armour Pharmaceutical Co. Animal Health Dept.

ANTLE (L. L.) & CO., INC. ©

ANCO Kountry Kure, a marinade to provide a country ham flavor to ordinary cured ham. Appl. author: W. D. Bailey, Jr. © 18Jan60; KK155337.

G & M Kountry Kure ham sauce, for country flavored ham. (ANCO Kountry Kure ham sauce) Contents 8 ozs. Appl. author: W. D. Bailey, Jr. NM: additions. © 7Jul60; KK155338.

Vege-Fresh anti-oxidant; use to retain color of fresh vegetables and peeled fruits. Net weight 1 lb. Appl. author: W. D. Bailey, Jr. © 1Nov60; KK155859.

ANTLES (L. C.) POLLEN SUPPLIES CO.

L. C. Antles pollen honey, a honey and pollen spread. Net weight 16 oz. © Leo C. Antles d.b.a. L. C. Antles Pollen Supplies Co.; 6Jun60; KK152503.

L. C. Antles pollen gold, a pollen-honey food. Net weight 8 oz. © Leo C. Antles d.b.a. L. C. Antles Pollen Supplies Co.; 15Jun60; KK152504.

ANTLES, LEO C. SEE Antles (L. C.) Pollen Supplies Co.

APON RECORD CORP. ©

Budapest. Apon-2739. © 19Sep60; KK153877.

Czech polkas and waltzes. (Ceske polky a valciky) Apon-2441. © 15May60; KK153655.

Mother's song. (Mamicka) Apon-2458. © 15Jun60; KK153654.

Sirotek. Apon-2461. © 15Jul60; KK153652.

Tulacek. Apon-2462. © 10Aug60; KK153653.

ARDEN (ELIZABETH) SALES CORP. ©

The forest of Arden; for men. Eau de cologne; eau de toilette; after shave lotion. (In The New Yorker, Aug. 20, 1960, p.68) © 18Aug60; KK153403.

ARMOUR PHARMACEUTICAL CO. ©

Armour Pharmaceutical Company extends its thanks to the profession. (In Medical economics, Nov. 7, 1960, p.303) © 31Oct60; KK154917.

Controlled inflammation, curtailed swelling, curbed pain in pelvic inflammatory disease and in episiotomy; Chymoral tabs no.24. (In Surgery, gynecology & obstetrics, July 1960, p.30) © 1Jul60; KK153451.

Controlled inflammation, liquefied viscid mucus, relieved discomfort in respiratory inflammation; Chymoral tabs no.24. (In Annals of internal medicine, July 1960, p.35) © 15Jul60; KK153449.

Dehydration? Malnutrition? Debilitation? Tissue depletion? New, for large animals, for small animals, Arlivite. (In Journal of American Veterinary Medical Association, Nov. 1, 1960, p.16) © 28Oct60; KK154918.

Freedom from anginal attacks. Pentritol Tempules, controlled disintegration capsules. (In Medical digest, Aug. 1960, p.96) © 10Aug60; KK153450.

How to save your bacon; prevent hog cholera with Antrate-H.C. Armovac-A. (In National hog farmer, Sept. 1960, p.14) © 2Sep60; KK154430.

In accidental or surgical trauma; Chymoral tabs no.24. A new oral anti-inflammatory enzyme tablet formulated especially for intestinal absorption. (In Journal of the American Medical Assn., July 2, 1960, p.66) © 29Jun60; KK153233.

In accidental or surgical trauma; Chymoral tabs no.24. Chymoral produced good to excellent results in 8 out of every 10 cases. (In Medical times, July 1960, p.188a) © 5Jul60; KK153231.

In ocular trauma or inflammation; in rhinitis, sinusitis and asthma; Chymar aqueous, oil, buccal. (In The Eye, ear, nose and throat monthly, June 1960, p.476) © 6Jun60; KK152580.

In otitis externa, 91% excellent or good results with Chymar ointment. (In The Eye, ear, nose and throat monthly, July 1960, p.609) © 5Jul60; KK152583.

In peptic ulcer; in wounds. Chymar buccal, aqueous oil. (In The Modern hospital, May 1960, p.132) © 9May60; KK152792.

In respiratory inflammation; Chymoral tabs. (In The Journal of the American Medical Assn., July 16, 1960, p.69) © 13Jul60; KK152791.

In the good old summer time, your doctors will be seeing more contact dermatitis; Chymar ointment. (In The American druggist, July 11, 1960, p.33) © 8Jul60; KK152794.

New prescriptions for you; Chymoral tablets. (In The Rocky Mountain druggist, June 1960, p.4) © 5Jun60; KK152582.

One of the most useful tools available for diagnosis and treatment of thyroid diseases; Thytropar. (In Medical economics, Oct. 24, 1960, p.26) © 17Oct60; KK154732.

Outclasses all rivals; Dabs, with Maxibon. The vitamin-mineral tablet with unequaled sniff, taste, crunch appeal. (In The Midwest boxer club catalog, Oct. 9, 1960, p.3 of cover) © 4Oct60; KK154888.

- Seen often of late, stock ahead. Chymoral, the oral systemic anti-inflammatory enzyme. (In Drug topics, Nov. 21, 1960, p.22) © 21Nov60; KK155558.
- Systemic route to faster healing at any location; Chymar aqueous or in oil. Controls inflammation, swelling and pain. (In American journal of hospital pharmacy, Sept. 1960, p.23) © 10Sep60; KK154429.
- What a boost Armidexan gives; the blue ribbon iron for blue ribbon pigs. (In Prairie farmer, Sept. 17, 1960, p.38) © 14Sep60; KK154733.
- When you see pyoderma or other inflammatory skin conditions; Chymar ointment. (In The Journal of the American Medical Assn., July 16, 1960, p.68) © 13Jul60; KK152793.
- ARMOUR PHARMACEUTICAL CO. ANIMAL HEALTH DEPT. ©**
Designed for the busy practitioner; handle more pigs in less time with standard equipment. Antrate-H.C.; Armovac-A; Swab. (In Auburn veterinarian, fall 1959, p.3) © Armour Pharmaceutical Co., Animal Health Dept. (in notice: Armour Pharmaceutical Co.); 1Nov59; KK153234.
- Dogs and cats can't resist 'em; Dabs with Maxibon, the new vitamin-mineral tablet. (In Dog world, May 1960, p.15) © 15Apr60; KK152581.
- When the skin is broken, inflamed, infected, Kymar ointment. (In Journal of the American Veterinary Medical Assn., July 1, 1960, p.25) © Armour Pharmaceutical Co., Animal Health Dept. (in notice: Armour Pharmaceutical Co.); 28Jun60; KK153232.
- Anti-inflammatory therapy by intramuscular injection establishes a vigorous healing climate. Kymar; Kymar ointment. (In Journal of the American Veterinary Medical Association, Nov. 15, 1960, p.12) © Armour Pharmaceutical Co., Veterinary Dept. (in notice: Armour Pharmaceutical Co.); 12Nov60; KK155559.
- ARMOUR PHARMACEUTICAL CO. VETERINARY DEPT. ©**
Best insurance against baby pig anemia; Nonemic. (In Iowa veterinarian, July-Aug. 1960, p.9) © 1Jul60; KK153520.
- Sit back and relax during parturitions. P.O.P., purified oxytocic principle. (In Journal of the American Veterinary Association, Nov. 15, 1960, p.13) © Armour Pharmaceutical Co., Veterinary Dept. (in notice: Armour Pharmaceutical Co.); 12Nov60; KK155555.
- ARNDT-PALMER LABORATORIES, INC. ©**
Instructions for used car appearance reconditioning for faster turnover, at greater profits. Engines, interiors, trunks, all can be made to look like new. Appl. author: W. P. Palmer. NM: revisions & additions. © 21Jul60; KK153820.
- ARNOLD BAKERS, INC. ©**
Brick oven brown 'n' serve French bread. Net weight 10 oz. © 12Oct60; KK154500.
- Enriched Grecian sesame bread. Net weight 10 oz. © 22Sep60; KK153949.
- Fun bun. 8 buns sliced. Net wt. 10 1/2 ounces. © 29Jun60; KK152313.
- ART JEWELERS' SUPPLIES CO. ©**
Mr. Dip. Mr. Dip cleans 'n shines jewelry. 8 ounces. Appl. author: Carl Weissman. © 1Apr60; KK152505.
- ARWELL, INC. ©**
A super race of insects. Pest control. © 2May60; KK152510.
- ASH & CO. ©**
Attention: industrial supplies buyer. Save on your tool costs; since 1937. Cratex rubberized abrasives & other tools & supplies. Appl. author: Saul Ash. © 30Sep60; KK154345.
- Mr. Special. Handy reference chart; save on your tool costs. Special size reamers; special taps; decimal equivalent of millimeters. Appl. author: Saul Ash. © 13Jul60; KK152686.
- Save on your tool costs. Mr. Special; 8 pages packed full of special buys. Taper shank drill set & other tools. Appl. author: Saul Ash. © 7Sep60; KK153807.
- ASSOCIATED ALLIED INDUSTRIES, INC. ©**
Colorroof, cold asbestos coating. Mobilhome aluminum. Appl. author: Robert C. Weyher. © 3Feb60; KK152665.
- ASSOCIATION OF BETTER BUSINESS BUREAUS, INC. ©**
Facts you should know, questions you should ask about the pre-arrangement and pre-financing of funerals. © 9May60; KK152939.
- ATLANTA ENVELOPE CO. SEE Aeco-Sem.**
- ATLAS AUTOMOTIVE PRODUCTS, INC. ©**
Mighty M Atlas A brand. Genuine Atlas bonded brakes. One axle set. Appl. author: Frank Schwartz. © 12Mar60; KK155187.
- ATLAS SUPPLY CO. ©**
Built to even higher standards than tires on new cars. Tires, batteries, accessories. (In The Progressive farmer, Sept. 1960, p.24-25) Appl. author: McCann-Erickson, Inc. © 15Aug60; KK153666.
- AUDIO FIDELITY, INC. ©**
Baldwin organ and bongos, bongos, bongos, bongos doctored for super stereo. © 1Nov60; KK155491.
- Banjo at the Gaslight Club. Marty Grosz and his Gaslighters. AFSD 5933. © 1Sep60; KK154071.
- Berlin with love. Jo Basile, his accordion & orchestra. AFSD 5944. © 1Nov60; KK155490.
- Clancy Hayes' Dixieland band. AFSD 5937. © 1Nov60; KK155492.
- Dances of Port Said, v.5. Mohammed El-Bakkar and his oriental ensemble. AFSD 5922. © 1Sep60; KK154075.
- Encore Italiano. Johnny Puleo and his Harmonica Gang. AFSD 5931. © 1Sep60; KK154077.
- Hit songs from the hit show, Irma La Douce. Jo Basile, his accordion & orchestra. AFSD 5949. © 1Sep60; KK154081.
- Louie and the Dukes of Dixieland. AFSD 5924. © 1Sep60; KK154078.
- Merry-go-round & circus calliope music, v.5. Leo Berry, giant Wurlitzer organ. AFSD 5903. © 1Sep60; KK154080.
- Moscow with love. Joe Basile, his accordion & orch. AFSD 5940. © 1Sep60; KK154076.
- Myron Cohen, America's funniest storyteller at his best. AFLP 701. © 1Sep60; KK154079.
- Patachou sings hit songs from hit Broadway shows in French & English. Jo Basile, his accordion & orchestra. AFSD 5948. © 1Nov60; KK155488.
- Per-cus-sive big band jazz doctored for super-stereo. DFS 7005. © 1Nov60; KK155489.
- Per-cus-sive jazz doctored for super-stereo. DFS 7002. © 1Sep60; KK154073.
- Per-cus-sive Latino cha cha cha doctored for super-stereo. DFS 7003. © 1Sep60; KK154074.
- Per-cus-sive vaudeville, the big theatrical sound doctored for super-stereo. DFS 7001. © 1Sep60; KK154072.
- Sound effects, volume 1. Doctored for super stereo. DFS 7006. © 1Dec60; KK155912.
- AURORA PLASTICS CORP. ©**
The barnstormers customizing kit. Kit contains Curtis Jenny and De-Haviland DH4 scale models. No.200. © 12Aug60; KK155333.
- Douglas DC-8 Jetliner; scale model plastic assembly kit. (Aurora hobby kits, kit no.388-2.49) © 19Sep60; KK155334.
- L-19 Bird Dog; the fastest starting model plane engine in the world. No.251. © 30Oct59; KK154914.
- P-47 Thunderbolt; the fastest starting model plane engine in the world. No.252. © 7Dec59; KK154915.
- AUTO MATE CORP.**
Start-A-Matic automatic starter activator for automobiles, tractors, engines, boats. © Auto Mate Corp., Pres. James W. Huron; 16May60; KK152280.
- AUTOMOTIVE DIVISION, ELECTRIC STORAGE BATTERY CO. SEE Electric Storage Battery Co. Automotive Division.**
- AUTOMOTIVE ENGINEERING COMPANIES. ©**
Enjoy years of new-car engine performance with an Automatic Engineering exchange engine; \$10,000 certified bank written guarantee for 37,500 miles. (In San Francisco examiner, May 22, 1960, section 3, p.3) NM: additions. © 22May60; KK152650.
- AUTOPOINT CO. ©**
Add valuable name brand identification to your specialty & premium advertising. Autopoint by Cory, syndicated trademark service. No.6-106 & other pencils & pens. (Form no.A-79-B) Appl. author: Robert Ryan. © 30Sep60; KK155177.
- AVALON HILL CO. ©**
There oughta' be a merit badge; Avalon Hill adult games. Gettysburg & 5 other games. (In Boys' life, Nov. 1960, p.74) Appl. author: Emery Advertising Corp. © 25Oct60; KK154696.
- AVCO DISTRIBUTING CORP. EZE-Flow DIVISION. ©**
King size crop-profits are made only with the king of the spreaders. Model 120D & other spreaders. No. 60-61. Appl. author: Hanson & Stevens, Inc. © 7Jul60; KK155256.
- New Eze-Flow protecto-zone applicator for accurate metering and application of granular herbicides and insecticides. EFA 101. Appl. author: Hanson & Stevens, Inc. © 18Oct60; KK155257.
- Put more Eze-Flow grow power in your soil. Grow power that builds greater crop profits. Model 88 Olympia & other spreaders. No.59-60. Appl. author: Hanson & Stevens, Inc. © 18Jun60; KK155255.
- AVIS, INC. ©**
How to be a hero though a treasurer; Rent-a-car. (In The Wall Street journal, July 18, 1960, p.4) Appl. author: McCann-Erickson, Inc. © 18Jul60; KK152684.

AVIS, INC.-Con.

How to build soft cushions from hard cash. Rent-a-Car. (In The Wall Street Journal, New York, Sept. 19, 1960, p.13) Appl. author: McCann-Erickson, Inc. © 19Sep60; KK155092.

How to make a molehill out of a mountain; rent-a-car. (In The Wall Street Journal, Aug. 8, 1960, p.2) Appl. author: McCann-Erickson, Inc. © 8Aug60; KK153663.

How to read ads for fun and profit; rent-a-car. (In The Wall Street Journal, Aug. 29, 1960, p.4) Appl. author: McCann-Erickson, Inc. © 29Aug60; KK153664.

How to track down missing profits. Rent-a-Car. (In The Wall Street Journal, Oct. 10, 1960, p.10) Appl. author: McCann-Erickson, Inc. © 10Oct60; KK155088.

Join the fun, get more done with Avis minute-saver service; rent-a-car. (In The Saturday evening post, July 9, 1960, p.84-85) Appl. author: McCann-Erickson, Inc. © 5Jul60; KK153139.

Rent-a-Car. Avis, of course, just as Avis is first with most extra services that make renting a car sheer pleasure for you. (In The Saturday evening post, Oct. 1, 1960) Appl. author: McCann-Erickson, Inc. © 27Sep60; KK155090.

Rent-a-Car. For minute-saver service just pick up your phone and call. (In National geographic, Oct. 1960) Appl. author: McCann-Erickson, Inc. © 30Oct60; KK155091.

Rent-a-Car, join the fun, get more done with Avis minute-saver service. (In Time, Oct. 3, 1960, p.52-53) Appl. author: McCann-Erickson, Inc. © 28Sep60; KK155089.

Rent-a-Car minute-saver service gets you there faster. (In The Philadelphia inquirer, Sept. 29, 1960, p.45) Appl. author: McCann-Erickson, Inc. © 29Sep60; KK155093.

Wherever you go, Avis minute-saver service waits for you; rent-a-car. (In Time, July 11, 1960, p.95) Appl. author: McCann-Erickson, Inc. © 6Jul60; KK153138.

AWARD PUB. CORP. ©

Persuasive percussion; monaural. Terry Snyder and the All Stars. (Command records, RS 33-800) © 19Jun59; KK153671.

Provocative percussion: stereo. Enoch Light and the Light Brigade. (Command records, RS 806 SD) © 30Nov59; KK153670.

B

B & B STAMP CO., INC. ©

The bee stamps are the best stamps. Appl. author: A. J. Douds. © B & B Stamp Co., Inc., accepted alternative designation of Blue Bonnet Discount Stamp Co., Inc.; 15Aug60; KK155585.

B.B. SEE Beebe Bros. Manufacturing Co.

BB. SEE Bright Beauty, Inc.

B.B.C. SEE Broadview Baking Co.

BEPCO. SEE Bulldog Electric Products Co.

B.I.I. SEE Beckman Instruments, Inc.

BLCO. SEE Brosious Lumber Co.

B.T.CO. SEE Bankers Trust Co., New York.

BABBIN, INC. ©

Industrial Craft Inducers. Appl. author: Joseph H. Babbins. © 18Nov60; KK155742.

BABCOCK & WILCOX CO. ©

B & W refractories news. Appl. author: Jess H. Cloud. v.4. no.

1. © 27Sep60; KK154802.
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3. © 17Oct60; KK154804.

BABSON BROS. CO. ©

If you want to save some money, your Surge service dealer is the right man to see. Diagonal or in-line stalls & 2 other milking stalls. (In Hoard's dairyman, June 25, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 25Jun60; KK153472.

Surge cleans this zone of contamination. To produce the kind of milk that you would allow your own youngsters to drink, all parts of your milker pipe line must be entirely and completely clean. (In Hoard's dairyman, Oct. 10, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Oct60; KK154234.

Worth setting in concrete; milker stalls built by Surge. (In Hoard's dairyman, Aug. 10, 1960, p.4 of cover) Appl. author: Bert S. Gittins Advertising, Inc. © 10Aug60; KK153660.

BACARDI IMPORTS, INC. ©

Be a drink expert; Puerto Rican rum. (In The Saturday evening post, Feb. 21, 1959, p.99) Appl. author: Brooke, Smith, French & Dorrance, Inc. NM: revision. © 21Feb59; KK152509.

BAGDASARIAN, ROSS.

Around the world with the Chipmunks and David Seville. SEE Monarch Music Co., Inc.

BAKER, FRED.

Multiply chair appointments with R. M. time and motion-saving programs. SEE Rocky Mountain Metal Products Co.

BAKER, REX.

Speedball McGee. SEE Snow Construction Co., Inc.

BAKER BRUSH CO., INC. ©

When smooth strokes count, count on Baker smooth stroke brushes; paint brushes and rollers. (In Popular mechanics, Apr. 1959, p.272) © 29Mar59; KK153536.

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Award and membership pins for science clubs, science fairs. No.3454B pin & guard & other items. NM: additions. © 2Dec60; KK155391.

Class pins. No.1188B pin and guard set & other items. NM: additions. © 26Sep60; KK154062.

Future nurses club pins and jewelry. No.230 pin and guard set & other items. NM: additions. © 18Oct60; KK154481.

Letterman, varsity club and athletic ass'n pins. No.2984G27 pin & guard & other items. NM: additions. © 23Nov60; KK155394.

Library club membership pins. No.1743G27 pin & guard & other items. NM: additions. © 2Dec60; KK155395.

Membership pins for language clubs. No.2736G18 pin & guard set & other items. NM: additions. © 21Nov60; KK155393.

Order early, enjoy your school jewelry all year. No.230 pin and guard set & other class & school jewelry. NM: additions. © 6Oct60; KK154307.

Pins for newspaper, journalism, year-book. No.1191C pin and guard & other pins, yearbook jewelry & awards. NM: additions. © 2Nov60; KK154770.

Your girls athletic association needs membership pins for a completely successful program. No.313 pin and guard set & other athletics club pins & jewelry. NM: additions. © 1Nov60; KK154765.

BALL BROS. CO. ©

Fashion to make jelly in; Doris Dodson flattering medallion print sheath. Mason dome lids. (In Seventeen, July 1960, p.100) Appl. author: Applegate Advertising Agency, Inc. NM: additions. © 1Jul60; KK152464.

Fashion to make jelly in; Doris Dodson sportswear. Dome lids. (In Seventeen, Aug. 1960, p.150) Appl. author: Applegate Advertising Agency, Inc. NM: additions. © 1Aug60; KK153662.

Now you can prevent nursing problems; new Hygeia nurser lets you dial the feeding speed your baby needs. (In Your new baby, Dec. 1960, p.31) Appl. author: Applegate Advertising Agency, Inc. © 20Nov60; KK155191.

Please don't buy our old jars. Mason jars with dome lids. (In American agriculturist, New England ed., June 18, 1960, p.21 (437)) Appl. author: Applegate Advertising Agency, Inc. © 18Jun60; KK152277.

Save time, work and money in home canning; screw-top mason jars and dome lids. (In American agriculturist, New England ed., July 2, 1960, p.23 (463)) Appl. author: Applegate Advertising Agency, Inc. © 2Jul60; KK152398.

BANCROFT (JOSEPH) & SONS CO. ©

A Ban-Lon Award sweater. (Award emblem) © 11May60; KK152648.

BANKERS TRUST CO., NEW YORK.

People who better themselves use Bankers Trust personal loans. The Pierpont Morgan Library. Appl. author: Rose-Martin, Inc. NM: "textual & pictorial." © Bankers Trust Co.; 10Oct60; KK154498.

Planned finances lead to happy futures; checking accounts. Ocean liner in port. Poster. Appl. author: Rose-Martin, Inc. © Bankers Trust Co.; 1Sep60; KK153583.

Planned finances lead to happy futures; checking accounts. Ocean liner in port. Subway car card. Appl. author: Rose-Martin, Inc. © Bankers Trust Co.; 1Sep60; KK153584.

Save time for fun; checking accounts. Brooklyn Botanic Garden. Appl. author: Rose-Martin, Inc. © Bankers Trust Co.; 1Jun60; KK152432.

Take advantage of opportunity; personal loans. Fashion institute. Appl. author: Rose-Martin, Inc. © Bankers Trust Co.; 1Aug60; KK153010.

Take advantage of opportunity; personal loans. Fashion institute. NM: "pictorial." © Bankers Trust Co.; 1Aug60; KK153011.

To get there faster; savings accounts. New York subway. Appl. author: Rose-Martin, Inc. © Bankers Trust Co.; 1Jul60; KK152667.

BANQUET CANNING CO.

What happened to 4 o'clock? Thank goodness for Banquet cherry pie. Frozen foods. (In Chicago daily news, Apr. 7, 1960, p.42) Appl. author: D'Arcy Advertising Co. © Banquet Canning Co., division of F. M. Stamper Co.; 7Apr60; KK152498.

BARRICINI, INC. ©
Happy holiday. Contains: chocolate.
One pound net. © 8Aug60; KK153464.

BARRY BLOWER CO. ©
Performance tables, type BBC Barry fans, SWSI-non overloading design. (Bulletin no.400B) © 20May60; KK152612.

BARTON'S CANDY CORP. ©
Barton's, famous for continental chocolates. Bonbonniere. Two pounds net. (Happy new year) © 1Sep60; KK153848.

Inform your embassy: the Americans have the secret of continental chocolate. Bonbonniere. (In The New York times, Oct. 9, 1960, p.85) Appl. author: Doyle Dane Bernbach, Inc. © 9Oct60; KK154606.

Land of the Bible: great events in Biblical history and where they happened. Mt. Carmel & 12 other events. (In The New York times, Sept. 11, 1960, p.46) Appl. author: Doyle Dane Bernbach, Inc. © 11Sep60; KK154410.

BATE, NORMAN. ©
Vulcan; a picture story by Norman Bate. Jacket illus. © 29Aug60; KK154583.

BATES, LEE. ©
Ladies, you'll love these. Beautiful, western design, individual French casseroles; semi-porcelain ovenware. © 15Jun60; KK152844.

BAY STATE TAP & DIE CO.
It takes rugged tools to tap 25,000 holes per hour; Bay State taps. (In Purchasing, Nov. 21, 1960, p.124) Appl. author: W. Emerson Wenger. © Bay State Tap & Die Co., (in notice: Bay State Tap & Die Co., subsidiary of the Cleveland Twist Drill Co.); 21Nov60; KK155743.

BEACON MILLING CO. DIVISION, SPENCER KELLOGG & SONS, INC. SEE Kellogg (Spencer) & Sons, Inc. Beacon Milling Co. Division.

BEACONS, INC. ©
Walkers' safety beacon. I am a front light, keep me close at hand ... in the event you have a blowout. Appl. author: Lane Soutar, President. © 1Jun60; KK152869.

BEAUTY SILL CO. OF AMERICA. ©
Beauty Sill. After final cutting and fitting to window sill peel double paper backing from adhesive tape, replace Beauty Sill and press. Appl. author: William C. Chowns. © 25Aug60; KK153699.

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Awards. Scroll plaques & other awards. Appl. author: John E. Katich. © 22Jul60; KK153586.

BEAVER TOOL & ENGINEERING CORP. ©
Ogesto holders. BTE 1060. © 28Oct60; KK155836.

BECKMAN INSTRUMENTS, INC. ©
Instrumental in your future, Beckman components, the basic building blocks of electronics. (In Scientific American, Nov. 1960, p.9) © 1Nov60; KK154932.

Instrumental in your future: the electronic data processing systems Beckman builds for missile ground support, space vehicle guidance, automatic plant control, nuclear research, and other applications. Beckman Systems. (In Space age news, Sept. 12, 1960, p.5) © 12Sep60; KK154142.

BEEBE BROS. MANUFACTURING CO. ©
Beebe winches in action; traveling gantry crane saves time, cuts labor costs. Ratchet-Hoist. (In Construction equipment, Apr. 1960, p.220) © 11Mar60; KK153421.

Best design, best hoist, new Beebe ratchet-hoists. (In Industrial maintenance and plant operation, July 1960, p.4) © 1Jul60; KK153227.

It's fragile, handle with a Beebe winch. (In Construction equipment, Aug. 1960, p.66) © 7Jul60; KK153422.

Powerful new Beebe ratchet-hoists. (In Construction equipment, June 1960) © 6May60; KK152603.

Sales appeal, new Beebe ratchet-hoists. © 6May60; KK153038.

Sales appeal, new Beebe ratchet-hoists. (In Industrial distribution, June 1960, p.200) © 1May60; KK154136.

BEEKLEY CORP. ©
Feed-hole edge punched cards, their application and use in automatic writing machines. Needle/Sort & other cards & forms. © 15Sep60; KK155254.

BELL, BENNY, pseud. SEE Samberg, Benjamin.

BELL ENTERPRISES, INC. ©
The face on the bar-room floor. (Embassy record no.306) Appl. author: Benny Bell, pseud. of Ben Samberg. NM: text & cartoons. © 9Aug60; KK153195.

Novelty time; comical songs, funny jokes and many other subjects. (Where's the fire?) By Benny Bell, pseud. of Benjamin Samberg. (Album no.405) © 10Sep60; KK153981.
Smile, pt.2. By Benny Bell, pseud. of Benjamin Samberg. © 30Oct60; KK154219.

BENEDICT, LAWRENCE H. SEE Benedict Co.

BENEDICT CO.
Frigid midget. © Lawrence H. Benedict d.b.a. Benedict Co.; 18Feb59; KK154048.

BENEFICIAL FINANCE CO. ©
Cash? Just say the word. Car cartoon. (In Nashua telegraph, June 4, 1960, p.5) © 4Jun60; KK152334.

Cash? Just say the word; come to Beneficial's open house for holiday money. [Man extending envelope to man holding packages] (In Nashua telegraph, Nov. 1, 1960, p.11) © 1Nov60; KK155823.

Cash? Just say the word. Fishing cartoon. (In Nashua telegraph, June 3, 1960, p.10) © 3Jun60; KK152333.

Cash? Just say the word. Outboard cartoon. (In Nashua telegraph, June 2, 1960, p.10) © 2Jun60; KK152332.

BENTON ANNOUNCEMENTS, INC. ©
The Benton book. Wedding stationery & other articles. © 1Apr60; KK154346.

BERGEN COUNTY COAL & OIL CO.
Sur-Dri; 101 uses for home and industry. Spread me around, let me absorb and sweep me up. © Michael A. Buyukas d.b.a. Bergen County Coal & Oil Co.; 5Jul60; KK152421.

BERKMAN (J. G.) & CO. AIRESOL DIVISION.
Air car-ditioner; powerful air-cooled fume washer. Appl. author: Gerald Berkman. © J. G. Berkman & Co., Airesol Division (in notice: J. G. Berkman & Co.); 22Jul60; KK152846.

BERMAN, RITA. ©
What color is it? A preschool picture quiz. 5760. 30 cut-to-match pictures. © 15Jun60; KK153897.
What does it eat? A preschool picture quiz. 5762. 30 cut-to-match pictures. © 15Jun60; KK153895.
Where does it belong? A preschool picture quiz. 5761. 30 cut-to-match pictures. © 15Jun60; KK153896.

BERRY, LORENZO R. SEE Medical Appliance Enterprises.

BESELER (CHARLES) CO. ©
Make pro enlargements in your home tonight with a famous Beseler dark-room. (In Popular mechanics) © 29Sep59; KK154274.

BEST & CO., INC. ©
Are you the woman with an instinct for elegance? Black town coat in Italian wool faille & other clothes. (In The New York times, Oct. 30, 1960, p.7) © 30Oct60; KK154757.
Christmas is for children, and so is the famous Lilliputian Bazaar. (In New York herald tribune, Nov. 24, 1960, p.5) © 24Nov60; KK155260.
Head and shoulders above the crowd, that's the special distinction of Best's famous children's clothes. (In New York herald tribune, Aug. 21, 1960, p.5) © 21Aug60; KK153592.
Once upon a Christmas Eve, when all the world was waiting for the miracle of Christmas, a thick gray mist settled over the city. (In The New York times, Dec. 23, 1960, p.4) © 23Dec60; KK155986.
There is only one Lilliputian Bazaar; children's shop. (In Herald tribune, Sept. 4, 1960, p.5) © 4Sep60; KK153581.

BEVAN, NORMAN H. ©
Automatic automotive fire extinguisher; Safe-T-Fog, Formula 111. SPM-25. © 1Aug60; KK154125.
Auxiliary manual fire extinguisher; Safe-T-Fog, Formula 111. SPM-26. © 1Aug60; KK154126.
Dependable fire protection now available for every home; Safe-T-Fog, Formula 111. Safety Spray. SPM-23. © 1Aug60; KK154123.
The intelligent answer: Safe-T-Fog, Formula 111 ... automatic fire extinguishing agent. The attractive Silver Spray. SPM-21. © 1Aug60; KK154127.
The latest word in contemporary fire protection: Safe-T-Fog, Formula 111. Concealed Sams unit; concealed single story unit. SPM-22. © 1Aug60; KK154128.
Rugged, economical fire safety for normally hard-to-protect areas; Safe-T-Fog, Formula 111. Commander Automatic. SPM-24. © 1Aug60; KK154124.

BIRGE (GEORGE K.) CO., INC. ©
Now ready. GKB scenic book. Moulin Rouge & 2 other hand print wall decorations. (In Interiors, May 1960, p.77) Appl. author: Lloyd Mansfield Co., Inc. © 15May60; KK153743.

BLACK LIGHT EASTERN CORP. ©
Chromato-Vue; portable ultra violet fluorescence analysis cabinet. Model C-3. © 30Jun60; KK152814.

BLACKBURN PRODUCTS CO., INC. ©
King of 'em all, Mighty Mop devours dirt. Appl. author: Max Beck, Jr. © 21Jun60; KK152693.

BLACKHAWK MANUFACTURING CO.

Operating manual for the damage-dozer portable body and frame straightener, model EK-60 and EK-300. © Blackhawk, accepted alternate designation of Blackhawk Manufacturing Co.; 1Jun59; KK153335.

BLOOMER BROS. CO. ©

Eggs. One dozen. (White Chief dubl-cushion egg carton, design no.104) © 26May60; KK153754.

Eggs. One dozen. (White Chief dubl-cushion egg carton, design no.116) © 21Mar60; KK153755.

Eggs. One dozen. (White Chief dubl-cushion egg carton, design no.119) © 2Feb60; KK153757.

Eggs. One dozen. (White Chief dubl-cushion egg carton, design no.121) © 19Aug60; KK153756.

Eggs. One dozen. (White Chief dubl-cushion egg carton, design no.122) © 24Jun60; KK153752.

Freshpak brand strawberry ice cream. One-half gallon liquid. (Design no.2011) © 27Oct60; KK154903.

Hi-Fi nut ice cream. One-half gallon liquid. (Design no.357) © 2Aug60; KK153191.

Hostess brand neapolitan ice cream. One-half gallon liquid. (Design no.688) © 1Jul60; KK153845.

Irwindale pineapple sherbet. One-half gallon liquid. (Design no.359) © 11Jul60; KK152811.

Jersey-Ann farm fresh, grade A, large, one dozen eggs. (Design no.289 L) © 29Sep60; KK154211.

The Le Roy Elm Dairy, Inc. farm fresh eggs. One dozen. (White Chief Dubl-Cushion egg carton, design no.126) © 21Oct60; KK154658.

Lustre; eggs. One dozen. (White Chief dubl-cushion egg carton, design no.123) © 8Jul60; KK153759.

Matheos velvet old fashioned iced cream; black sweet cherry. One-half gallon liquid. (Design no.358) © 1Jul60; KK153393.

Packed and guaranteed by Argotsinger Poultry Farm. Grade A medium; eggs. One dozen. (White Chief Dubl-Cushion egg carton, design no.288-L) © 4Oct60; KK154368.

Peppermint stick ice cream. One-half gallon liquid. (Design no.351) © 14Mar60; KK153192.

Talbot's bulk ice cream. One-half gallon liquid. (Design no.2006) © 28Jul60; KK153180.

Wardle Bros. Poultry Farm grade A medium eggs. One dozen. (White Chief dubl-cushion egg carton, design no.101) © 12Aug60; KK153758.

BLUE BONNET DISCOUNT STAMP CO., INC.

SEE B & B Stamp Co., Inc.

BLUE WATER SEAFOODS.

New, Custom Cut breaded banquet style fillets; quick frozen, ocean fresh, ready to cook. Net wt. 6 lbs. © Fishery Products, Inc. (In notice: Blue Water Seafoods, food service division of Fishery Products, Inc.); 12Sep60; KK154698.

BLUMBERG, JERRY. ©

Styling-fitting, most fabulous frames. Optometrist. (In Detroit free press, June 26, 1960, p.10-A) © 26Jun60; KK152692.

BLY, EMANUEL J.

Not a gimmick, not a gadget, the all-purpose Storer hamper. SEE Guardian Better-Pak Corp.

BODINE, EDWARD H. SEE Enurstone Co.**BODINE, MARY O. SEE National Enuresis Service.****BOGENE, INC. ©**

New, see-thru shoe chest; Shoe 'tainer. Style S-3A. 12 pair chest. Appl. author: Jack Blumenthal. © 15Apr60; KK153628.

The original see-thru shoe storage chest; double decker Shoe 'tainer. Style S-4A. New, 18 pair chest. Appl. author: Jack Blumenthal. © 15Jul60; KK153629.

Store your separates. Style no.SYSG. Appl. author: Jack Blumenthal. NM: new matter. © 12Nov57; KK155911.

BOHLIN, EDWARD H. ©

Elmer Keith magnum protectsight holsters. (In Guns, Jan. 1961, p.12) © 1Dec60; KK155430.

BOLS (ERVEN LUCAS) DISTILLING CO. ©

Be real cool with Bols green giraffe; creme de menthe. Liqueurs. (In Gourmet, June 1960, p.6) Appl. author: Albert Woodley Co., Inc. © 1Jun60; KK151833.

Taste Bols pousse cafe; we're pouring blushing creme de noyau, one of the delicious liqueurs in this drink-of-the-year. (In House beautiful, Sept. 1960, p.193) Appl. author: Albert Woodley Co., Inc. © 1Sep60; KK155315.

BOMAC LABORATORIES, INC. ©

About Waterloo. Bomac makes the finest microwave tubes and components. (Bomac looks at radar through the ages, no.19) (In Microwave Journal, Apr. 1960, p.3 of cover) © 15Apr60; KK152497.

Tall tale from Texas. Today, Bomac makes the finest microwave tubes and components since the Texans invented radar. (Bomac looks at radar through the ages, no.20) (In Microwave Journal, June 1960, p.3 of cover) © 15Jun60; KK153448.

BONNIE BILT, INC. ©

The Blue & Gray cavalry combat set. © 15Aug60; KK153395.
The Blue & Gray cavalry sword. © 15Aug60; KK153394.

BORDEN CO. ©

Borden's very big on flavor. Mix a hoola coola with Borden's buttermilk. (In Ladies' home Journal, July 1960, p.4) © 30Jun60; KK154329.

Borden's very big on flavor; new Lady Borden fudge napoleon ice cream. (In Look, Oct. 13, 1959, p.42) © 29Sep59; KK152226.

For President of U.S.A. Borden's very big on flavor; homogenized milk. (In Ladies' home Journal, Sept. 1960, p.145) © 30Aug60; KK154328.

Mrs. Flinders writes: I give my daughter Polly Borden's milk, because more mothers give their children Borden's than any other brand. (In Parents' magazine, Oct. 1959, p.215) © 9Sep59; KK153982.

None Such mince meat. Net weight 1 lb. 2 oz. © 1Nov60; KK155564

These are flavor flakes; instant whipped potatoes. (In Life, Mar. 21, 1960, p.68) © 18Mar60; KK152391.

Welcome amigos. Borden's Puerto Rico Dairy, Inc. Homogenized milk. © 16May60; KK154330.

BORO WOOD PRODUCTS CO., INC. ©

If you like beautiful kitchens, you'll love Boro kitchens, and Boro wood beauty costs so little. (In House beautiful's building manual, fall-winter 1960-61, p.77) © 25Aug60; KK153443.

BOSTON PRINT. CO.

Home games, Bruins-Celtics; 1960. (Basketball-hockey-football calendar schedules) © Nathan R. Krock d.b.a. Boston Print. Co.; 14Jun60; KK152600.

BOURBON INSTITUTE. ©

Give a man the drink he deserves, bourbon. (In Look, Sept. 27, 1960, p.11) Appl. author: McCann-Erickson, Inc. © 13Sep60; KK155083.

We hope you brought some bourbon. (In Life, Feb. 8, 1960) Appl. author: McCann-Erickson, Inc. © 4Feb60; KK154835.

BRADFUTE CORP. ©

Featured in Grand Union-Sunrise 88th birthday celebration; over \$42,000.00 in free prizes and Triple-S blue stamps; play Lucky 11 game. Game no.1. (In Long Island daily press, Sept. 21, 1960, p.14) © 21Sep60; KK154215.

Play Albers Lucky 8. Game no.1. (In Citizen-Journal, Columbus, Ohio, July 21, 1960, p.10) © 21Jul60; KK153268.

Play Kroger top value Lucky 11. Game no.1. (In The Detroit news, Sept. 28, 1960, p.11-E) © 28Sep60; KK154412.

Play Lucky 8 at Albers. Win an \$800 mink stole or one of these valuable prizes. Game no. one. (In The Post & times-star, Cincinnati, July 21, 1960, p.28-29) © 21Jul60; KK152743.

\$10,000 in prizes are being given away by the 19 A & P supermarkets in this area; Target game. Game no.4. (In The Washington post, July 21, 1960, p.C9) © 21Jul60; KK152742.

\$35,000.00 in free prizes; eleven big, exciting weeks; play Lucky Eleven. Game no.1. First National Stores. (In Portland evening express, June 2, 1960, p.21) © 2Jun60; KK152376.

You can be a winner in Furr's super markets Lucky 11 game during the next 11 weeks. Game no.1. (In Boswell daily record, June 2, 1960, p.20-21) © 2Jun60; KK152377.

BRADLEY (MILTON) CO.

Felix the Cat game. SEE Felix the Cat Productions, Inc.

The game of life, a full 3-action game. SEE Link Research Co.

Men into space. SEE ZIV Television Programs, Inc.

Quick Draw McGraw private eye game. SEE Hanna Barbera Productions.

Rocky and his friends game. SEE P.A.T. & Ward Prods., Inc.

Video village game. SEE Heater-Quigley Productions, Inc.

Wagon Train game. SEE Revue Productions, Inc.

BRADLEY (MILTON) CO. ©

Arithmetic bingo. For ages 7 to 12. 4024. © 19Mar60; KK153886.

Concentration; game. For ages 10 to adult. 4950. 2d ed. © 4Jan60; KK153882.

Fractions are easy as pie. For grades 2 thru 7. 9504. © 12Jan60; KK155898.

Know the stars and planets; game. For ages 8 to 12. 4028. © 26Mar60; KK153887.

Park and shop; game. For ages 10 to adult. 4300. NM: "art work completely revised." © 1Feb60; KK153883.

Pirate and traveler; a world geography game. For ages 7 to 14. 4563. NM: "art work completely revised." © 4Jan60; KK153889.

Spanish language flash cards. For beginners. 9007. © 19Jan60; KK155894.

- United States flash cards. For grades 3 thru 7. 9002. © 12Jan60; KK155896.
- Words that go together, a vocabulary-building game. For grades kindergarten thru grade 4. 9001. © 12Jan60; KK155895.
- BRADY, WALTER W. ©**
The three pink bear hamburgs. © 22Jun60; KK152402.
- BRAHMS-GERBER ADVERTISING AGENCY, INC.**
Go get a Dodge. © Brahms-Gerber Advertising Agency, Inc. (in notice: Brahms-Gerber); 27May60; KK152434.
- BRANTLEY, JOSEPH H. SEE** Financial Merchandising.
- BRAUN (C. F.) & CO. ©**
High-pressure feedwater heaters, horizontal. © 28Jul60; KK155485.
High-pressure feedwater heaters, vertical. © 28Jul60; KK155486.
- BREATH O'-LIFE OXYGEN. ©**
Breath O'-Life oxygen, the world's first facial pressure operated, controlled flow, emergency oxygen administration set. Appl. author: I. M. Jacobs. © 21Dec60; KK155858.
- BRECK (JOHN H.) INC. ©**
Baby Breck powder. Net weight 3 1/2 oz. © 16Nov60; KK155035.
Banish dandruff; beautiful hair Breck Banish. Ann Amourl. (In Reader's digest, Sept. 1960, p.25) © 23Aug60; KK154936.
Beautiful hair; a special beauty offer, creme rinse with a Breck shampoo. (Jewelled mirror combination offer) (In Ladies' home journal, Aug. 1960, p.98) © 21Jul60; KK152687.
Beautiful hair; Christmas gift offer, hair set mist with Breck shampoo. (Christmas wreath) (In Ladies' home journal, Dec. 1960, p.3 of cover) © 21Nov60; KK155478.
Beautiful hair; there are three Breck shampoos. Mrs. Hamill & 3 4-oz. shampoos. (In Ladies' home journal, July 1960, p.20) © 20Jun60; KK152274.
Beautiful hair Breck Beautiful Wave II for over-porous, bleached and damaged hair. Contents 4 fl. oz. Breck Beautiful Wave II lotion. © 22Apr58; KK155252.
Beautiful hair Breck, Beautiful wave II for resistant Hair with Lipicil curl conditioner. Contents 4 fl. oz. Breck Beautiful Wave II lotion, 4 fl. oz. Breck On-Rod neutralizer, 1/2 oz. Breck Lipicil curl conditioner. © 22Apr58; KK155284.
Beautiful hair Breck serene ten minute wave for normal and resistant hair; for professional use only. Contents: 4 fl. oz. Breck serene wave lotion, 4 fl. oz. Breck serene wave neutralizer. © 25Sep58; KK155037.
Beautiful hair Breck shampoo; for dry hair. Contents one pint. © 7Nov60; KK155283.
Beautiful hair Breck shampoo for normal hair. Contents one pint. © 2Dec60; KK155771.
Beauty hints for dry hair; beautiful hair Breck Glimmer, concentrated hair dressing & conditioner. © 10Oct60; KK154258.
Beauty hints for normal hair; beautiful hair Breck Glimmer, concentrated hair dressing & conditioner. © 10Oct60; KK154259.
Hair set mist. Beautiful hair Breck. Barbara Kingsley. (In Ladies' home journal, Sept. 1960, p.4 of cover) © 16Aug60; KK153582.
- New beautiful hair Breck children shampoo. © 18Jun59; KK155774.
New, beautiful hair Breck enduring instant wave for normal & resistant hair; for professional use only. Contents: 4 fl. oz. Breck enduring instant wave lotion. © 26Aug58; KK155036.
- BRIDGEPORT BRASS CO. ©**
Flexalum pavilion island butterfly-FP3. © 1Jun60; KK152646.
Flexalum pavilion style FP-1. © 1Jun60; KK152670.
Flexalum pavilion style FP-2. © 1Jun60; KK152669.
For modern sun control and weather protection, prominent companies selected ... Flexalum commercial aluminum awnings. (Form no.2426) © 27Sep60; KK154402.
The straight up and down answer to the problem of window decor; Flexalum verticals, the aluminum louvered drapery. (Vertical envelope enclosures) (Form no.3405) © 19Jul60; KK152629.
- BRIGHT BEAUTY, INC. ©**
Spray enamel; chrome yellow, no.BB 360. 16 oz. net wt. © 5Dec57; KK152310.
- BRIGHT STAR INDUSTRIES. ©**
A new battery line designed to meet the requirements of modern transistor radios and electronic circuits. Power Plant no.0920 & 7 other batteries. (Form TR-B1) © 8Aug60; KK153623.
New, the light touch, so she may have light wherever she goes. No.800 display assortment & 5 purse lights. © 15Aug60; KK153624.
- BROADVIEW BAKING CO. ©**
Cookie jar favorites. Delicious assortment. 2 pounds net wt. Appl. author: John Doubek. © 15Sep60; KK154689.
- BROMO MINT CO. SEE** Kenner Products Co.
- BROOKER SALES, INC. ©**
Starts tomorrow, 9 a.m., Friday June 3, rain or shine, clean out sale. Nelson's Jewelry Store. (In Monticello express, June 2, 1960, p.B-5) © 2Jun60; KK153235.
- BROSCIOUS LUMBER CO. ©**
Close-out sale 1960. Jacobsen power mowers & other items. (In Sunbury daily item, Nov. 17, 1960, p.16) © 17Nov60; KK155617.
Hats off to Newberry's; the newly remodeled J. J. Newberry store is an asset to the Sunbury business district. (In Sunbury daily item, Nov. 2, 1960, p.21) © 2Nov60; KK155616.
Save money during Broschious Lumber's pre-holiday paint sale. (In Sunbury daily item, Nov. 3, 1960, p.16) © 3Nov60; KK155618.
- BROWN (JOHN CLARK) INC. ©**
Kenberry cake tester. (Product no.140) © 11Jul60; KK153269.
Kenberry chromium spice rack and utility shelf. (Product no.564) © 11Jul60; KK153273.
Kenberry ham carving rack. (Product no.403) © 25Jul60; KK153274.
Kenberry kitchen utensil rack. (Product no.593) © 11Jul60; KK153271.
Kenberry stainless barbecue skewers. (Product no.129) © 15Jun60; KK153270.
Kenberry under shelf sliding cup rack, holds 12 cups. (Product no.585) © 11Jul60; KK153272.
- BROWN, LLOYD A. ©**
Revolver damper. © 6Jun60; KK152725.
- BROWN, MARCIA. ©**
Tamarindo. Story and pictures by Marcia Brown. Jacket illus. © 21Sep60; KK154580.
- BROWN & WILLIAMSON TOBACCO CORP. ©**
Captured by escaped convicts. Campers Bob and Pete have just turned on their radio. Viceroy. (In New York daily news, Aug. 30, 1960, p.30) Appl. author: Ted Bates & Co., Inc. © 30Aug60; KK153832.
Captured by escaped convicts. Viceroy filter tip cigarettes. (In Pittsburgh press, Oct. 9, 1960, comics section) Appl. author: Ted Bates & Co., Inc. © 9Oct60; KK155077.
Discover the clean difference in smoking; breathe easy, smoke clean with new Belair. [Couple by seaside: girl in hammock, boy standing beside her] (In This week magazine, July 10, 1960, p.34) Appl. author: Ted Bates & Co., Inc. © 10Jul60; KK153841.
Discover the clean difference in smoking; breathe easy, smoke clean with new Belair. [Couple on beach: boy lighting cigarette for girl in hammock] (In This week magazine, Sept. 11, 1960, p.54) Appl. author: Ted Bates & Co., Inc. © 11Sep60; KK153920.
Discover the clean difference in smoking; breathe easy, smoke clean with new Belair. (Couple on beach: girl in hammock, boy kneeling beside her) (In This week magazine, Aug. 7, 1960, p.18) Appl. author: Ted Bates & Co., Inc. © 7Aug60; KK153840.
Discover the clean difference in smoking; breathe easy, smoke clean with new Belair. (In Family weekly, May 29, 1960, p.3) Appl. author: Ted Bates & Co., Inc. © 29May60; KK152531.
Do you think for yourself? Put this quiz in your think-tank and see what develops. Viceroy. (In Colorado daily, University of Colorado, May 6, 1960, p.3) Appl. author: Ted Bates & Co., Inc. © 6May60; KK152438.
Do you think for yourself? Take off on this quiz and see where you land. Viceroy. (In The Vermillion, Southwestern Louisiana Institute, Apr. 15 1960, p.6) Appl. author: Ted Bates & Co., Inc. © 15Apr60; KK152444.
Hole in the air. A radio message has come to Tim Wade. Viceroy. (In New York mirror, Aug. 25, 1960, p.B14) Appl. author: Ted Bates & Co., Inc. © 25Aug60; KK153831.
Kentucky Kings, a new kind of cigarette; all-tobacco filter, all-tobacco taste. (In The Saturday evening post, Oct. 22, 1960, p.56-57) Appl. author: Ted Bates & Co., Inc. © 18Oct60; KK155766.
Kool Krossword, no.7. (In The Red and black, University of Georgia, Feb. 18, 1960, p.8) Appl. author: Ted Bates & Co., Inc. © 18Feb60; KK152436.
Kool Krossword, no.8. (In Red & black, University of Georgia, Mar. 3, 1960, p.8) Appl. author: Ted Bates & Co., Inc. © 3Mar60; KK152446.
Kool Krossword, no.10. (In Miami hurricane, University of Miami, Apr. 1, 1960, p.16) Appl. author: Ted Bates & Co., Inc. © 1Apr60; KK152443.
Kool Krossword, no.11. (In Miami hurricane, University of Miami, Apr. 8, 1960, p.14) Appl. author: Ted Bates & Co., Inc. © 8Apr60; KK152442.
Kool Krossword, no.12. (In Florida alligator, University of Florida, Apr. 12, 1960, p.5) Appl. author: Ted Bates & Co., Inc. © 12Apr60; KK152439.

BROWN & WILLIAMSON TOBACCO CORP.-Con.

Kool Krossword, no.14. (In The Maine campus, Orono, Apr. 28, 1960, p.12) Appl. author: Ted Bates & Co., Inc. © 28Apr60; KK152440.

Kool Krossword, no.16. (In The Florida alligator, Gainesville, May 13, 1960, p.2) Appl. author: Ted Bates & Co., Inc. © 13May60; KK152357.

Kool Krossword, no.16-A. (In Daily Californian, Berkeley, May 19, 1960, p.5) Appl. author: Ted Bates & Co., Inc. © 19May60; KK152359.

Lost in the high wilderness. Viceroy filter tip cigarettes. (In Baltimore sun, Oct. 30, 1960, comics) Appl. author: Ted Bates & Co., Inc. © 30Oct60; KK155883.

The man who thinks for himself knows only Viceroy has a thinking man's filter, a smoking man's taste. Endorsed by Police Chief Payton I. Flournoy. (In Ebony, Dec. 1959, p.28) Appl. author: Ted Bates & Co., Inc. © 18Nov59; KK153843.

The man who thinks for himself knows only Viceroy has a thinking man's filter, a smoking man's taste. Endorsed by safety specialist John H. Terrell. (In Ebony, Aug. 1959, p.31) Appl. author: Ted Bates & Co., Inc. © 15Jul59; KK153842.

The man who thinks for himself knows only Viceroy has a thinking man's filter, a smoking man's taste. Endorsed by undersea explorer Lee J. Prettyman, Jr. (In Ebony, Oct. 1959, p.49) Appl. author: Ted Bates & Co., Inc. © 16Sep59; KK153844.

The man who thinks for himself usually chooses Viceroy, a thinking man's choice, Viceroy filters. Endorsed by industrial hygienist Elmer M. Chennault. (In Ebony, June 1960, p.47) Appl. author: Ted Bates & Co., Inc. © 20May60; KK152360.

New Kentucky Kings with the all-tobacco filter for that all-tobacco taste. (In New York post, July 25, 1960, p.13) Appl. author: Ted Bates & Co., Inc. © 25Jul60; KK154146.

New, Viceroy crush proof slide-top case. (In Times, Louisville, Ky. May 3, 1960, p.3) Appl. author: Ted Bates & Co., Inc. © 3May60; KK152437.

Now, a filter made of tobacco itself; Kentucky Kings. (In Palm Beach times, June 28, 1960, p.12) Appl. author: Ted Bates & Co., Inc. © 28Jun60; KK154147.

Now, a filter made of tobacco itself; Kentucky Kings. (In The Courier-Journal magazine, Louisville, Ky., May 8, 1960, p.4) Appl. author: Ted Bates & Co., Inc. © 8May60; KK152447.

Overseas, as at home, you're sure of quality with a Brown & Williamson product. Viceroy & 6 other products. (In Post exchange and commissary, May 1960, p.60) Appl. author: Ted Bates & Co., Inc. © 1May60; KK152358.

Pick-off play. Viceroy. (In Chicago tribune, Apr. 24, 1960, comics) Appl. author: Ted Bates & Co., Inc. © 24Apr60; KK152445.

Rescue rides a moonbeam. Viceroy. (In Baltimore sun, May 15, 1960, comics) Appl. author: Ted Bates & Co., Inc. © 15May60; KK152441.

Runaway raft. When their raft's mooring line parts, two muskie fishermen desperately fight the current to reach the shore of the river. Viceroy. (In New York daily news, Aug. 16, 1960, p.32) Appl. author: Ted Bates & Co., Inc. © 16Aug60; KK153834.

Running the white water gantlet. Jim is taking his son, Bob, a college sophomore, on his first white water canoe trip. Viceroy. (In New York news, Aug. 28, 1960) Appl. author: Ted Bates Co., Inc. © 28Aug60; KK153839.

Running the white water gantlet. Jim is taking his son Bob on his first white water canoe trip. Viceroy. (In New York mirror, Sept. 1, 1960, p.14) Appl. author: Ted Bates & Co., Inc. © 1Sep60; KK153836.

Shoulder block against high voltage. Jack and Dan, two telephone linemen. Viceroy. (In New York news, Aug. 7, 1960, comics) Appl. author: Ted Bates & Co., Inc. © 7Aug60; KK153838.

Sir Walter Raleigh protective pouch keeps tobacco 44% fresher. (In Playboy, Oct. 1960, p.24) Appl. author: Russel M. Seeds Co., Inc. © 27Sep60; KK154220.

Smoke twice as refreshed because the filter's recessed; only new Belair brings a brighter, cleaner taste to menthol-fresh smoking. (In New York Journal American, Oct. 3, 1960) Appl. author: Ted Bates & Co., Inc. © 3Oct60; KK155882.

Smokers, discover the wonderful feeling of the menthol magic of Kool. (In American Armed Forces features, Waterbury, Conn., Aug. 1960) Appl. author: Ted Bates & Co., Inc. © 1Aug60; KK153835.

To get away from a grizzly, you have to think fast. Campers Bob and Ed have discovered a blueberry patch. Viceroy. (In New York daily news, Aug. 23, 1960, p.28) Appl. author: Ted Bates & Co., Inc. © 23Aug60; KK153833.

To make a fast get-away from a grizzly, you have to think fast; Viceroy. (In Pittsburgh press, June 5, 1960) Appl. author: Ted Bates & Co., Inc. © 5Jun60; KK152590.

Transit attorney Baron H. Martin changed to Viceroy because Viceroy's got it at both ends. (In Ebony, Oct. 1960, p.61) Appl. author: Ted Bates & Co., Inc. © 16Sep60; KK155076.

Tried regular filter cigarettes? Now, come up, all the way up to the menthol magic of Kool. [Man with cigarette in 3 different poses] (In The Ionian, New Rochelle, N. Y., Sept. 28, 1960, p.5) Appl. author: Ted Bates & Co., Inc. © 28Sep60; KK155075.

Trigger for an avalanche. Rangers Bob and Joe, on snow patrol in a new area. Viceroy. (In New York mirror, Aug. 18, 1960, p.15) Appl. author: Ted Bates & Co., Inc. © 18Aug60; KK153837.

When danger rolls on high iron, you've got to play it safe at both ends. Viceroy filter tip cigarettes. (In Baltimore sun, Sept. 11, 1960, comics section) Appl. author: Ted Bates & Co., Inc. © 11Sep60; KK155078.

When gravity lowers the boom, look out below. Viceroy. (In Minneapolis tribune, July 10, 1960, comics) Appl. author: Ted Bates & Co., Inc. © 10Jul60; KK152726.

BROWN SHOE CO. ©

Brownstudy, v.1, no.7. (In Footwear news, New York, Sept. 23, 1960, p.2-3) Appl. author: Leo Burnett Co., Inc. © 23Sep60; KK154485.

Brownstudy, v.1, no.8. Appl. author: Leo Burnett Co., Inc. © 21Oct60; KK155008.

BROWNELL, INC. ©

Clear View flex-oiler, all purpose lubricating oil. 4 fl. oz. (Part no.BEI-200) © 1Jun60; KK152642.

BRUCE (E. L.) CO. ©

Outshines all others; self-polishing wax. (Key no.91-A) Appl. author: John C. Fleming. © 23Jun60; KK153919.

Self-polishing wax. Net contents one U. S. quart. Appl. author: John Carlyle Fleming. NM: revision & additions. © 19Jul60; KK153276.

You don't need a magnifying glass to read the Bruce-Terminix insured protection contract; termite control. (Key U-16) Appl. author: John C. Fleming. © 7Oct60; KK154367.

BRUNSWICK CORP. ©

The look for the lanes, America's first designer collection for bowling by Jeanne Campbell. (In Vogue, Oct. 15, 1960) Appl. author: McCann-Erickson Advertising. © 15Oct60; KK154538.

BRUSSE, MARTIN.

Multiply chair appointments with R. M. time and motion-saving programs. SEE Rocky Mountain Metal Products Co.

BUELL, MARJORIE HENDERSON. ©

Little Lulu. 65 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4429:29) © 27Jul60; KK154294.

BULLDOG ELECTRIC PRODUCTS CO. ©

Easier sales, right at your fingertip, when you specify trouble-free Pushmatic breakers. (In House & home, Feb. 1959, p.56B) © 10Feb59; KK152863.

BULLIS, J. A. ©

A completely new product by Micu-Lite Products Corporation. Outside gear cable & trunion coating. © 1Nov60; KK155462.

BULOVA WATCH CO., INC. ©

Bulova announces a major scientific breakthrough in timekeeping, Accutron. (In Scientific American, Dec. 1960, p.37) Appl. author: McCann-Erickson, Inc. © 25Nov60; KK155653.

Bulova announces a major scientific breakthrough in timekeeping, Accutron. (In The Wall Street Journal, Nov. 22, 1960, p.5) Appl. author: McCann-Erickson, Inc. © 22Nov60; KK155647.

Decisive people insist on Bulova. Commander & 4 other styles. (In Look, Nov. 22, 1960) Appl. author: McCann-Erickson, Inc. © 8Nov60; KK155648.

Every second of the day, every move you make winds your watch; self-winding waterproofs. Bulova 23 & 3 others. (In Look, Oct. 27, 1959) Appl. author: McCann-Erickson, Inc. © 13Oct59; KK154187.

Experienced travelers rely on Bulova. Leading Lady & 3 other styles. (In Look, Dec. 6, 1960) Appl. author: McCann-Erickson, Inc. © 22Nov60; KK155649.

Lean, clean, uncluttered right down to their tapered edges; slim waterproofs. (In The Saturday evening post, Oct. 3, 1959, p.100) Appl. author: McCann-Erickson, Inc. © 28Sep59; KK152942.

Precisely what time are you reading this page? Miss America & 5 other styles. (In Oakland tribune, Nov. 28, 1960, p.34) Appl. author: McCann-Erickson, Inc. © 28Nov60; KK155651.

Presenting the new First Lady by Bulova. (In Ebony, Nov. 1960, p.37) Appl. author: McCann-Erickson, Inc. © 19Oct60; KK155654.

The seven ages of Bulova. SVP & other watches. (In Coronet, Nov. 1960) Appl. author: McCann-Erickson, Inc. © 20Oct60; KK155907.

Take 5 minutes to learn how you can save money by buying a good jeweled watch. Goddess of Time & 5 other styles. (In Oakland tribune, Nov. 9, 1960, p.32-S) Appl. author: McCann-Erickson, Inc. © 9Nov60; KK155646.

These Bulova watches are champagne proof. Bulova 23 & 3 other watches. (In Look, Oct. 11, 1960) Appl. author: McCann-Erickson, Inc. © 27Sep60; KK155084.

They're synchronized, they both received Bulova watches. Senator & 3 other styles. (In Seventeen, Dec. 1960, p.1) Appl. author: McCann-Erickson, Inc. © 1Dec60; KK155652.

They're synchronized, they're both wearing Bulova watches. Sea clipper & 3 other watches. (In Senior scholastic, Sept. 28, 1960, p.6) Appl. author: McCann-Erickson, Inc. © 28Sep60; KK155085.

They're synchronized, they're both wearing Bulova watches. The Thanksgiving Day game started at 10:00. Senator & 3 other watches. (In Seventeen, Nov. 1960, p.13) Appl. author: McCann-Erickson, Inc. © 1Nov60; KK155086.

This is Accutron. (In The New York times, Nov. 18, 1960, p.17) Appl. author: McCann-Erickson, Inc. © 18Nov60; KK155650.

What is Accutron? (In Life, Dec. 5, 1960) Appl. author: McCann-Erickson, Inc. © 1Dec60; KK155655.

Why teachers, like most people, prefer Bulova. Jaguar & 3 other watches. (In Look, Oct. 25, 1960) Appl. author: McCann-Erickson. © 11Oct60; KK155087.

BURGER JET, INC. ©

Here's why the more than 2,000,000 Burger Chef hamburgers sold in this area are Delicious. © 1Sep60; KK154615.

BURLINGTON INDUSTRIES, INC. ©

Customer information chart; dyeing and finishing possibilities of the fiber combinations. Acetate dyed & other fibers. © 25Apr60; KK152852.

BURNHAM CORP. ©

Erection instruction, Orlyt 98; glass to ground. (Adv. 291-2-11-60) © 7Mar60; KK152319.

Erection instructions, glass to ground; Orlyt 14. (Adv. 301-1-15-60) © 8Feb60; KK152318.

Instructions for setting up your Orlyt 7 lean-to; greenhouse. (Adv. 303-4-60) © 12Jul60; KK152579.

BURNHAM VAN SERVICE, INC. ©

Be particular, be the man from Burnham Van. (In Transport topics, Oct. 10, 1960, p.15) Appl. author: J. Howard Allison. © 10Oct60; KK154911.

Whatever particular people move, they call the man from Burnham Van. [Boy & girl moving dollhouse furniture] (In Transport topics, July 25, 1960, p.8) Appl. author: J. Howard Allison. © 25Jul60; KK153856.

Whatever particular people move, they call the man from Burnham Van. (In Sales meetings, July 15, 1960, p.17) Appl. author: J. Howard Allison. © 15Jul60; KK152681.

Whatever particular people move, they call the man from Burnham Van. [Two men on van with statue] (In Sales meetings, Sept. 16, 1960, p.17) Appl. author: J. Howard Allison. © 16Sep60; KK153973.

Whenever particular people move, they call the man from Burnham Van. (In The Saturday evening post, Sept. 17, 1960, p.64) Appl. author: J. Howard Allison. © 17Sep60; KK153742.

Whenever particular people move, they call the man from Burnham Van. (In Transport topics, Sept. 12, 1960, p.10) Appl. author: J. Howard Allison. © 12Sep60; KK153855.

BURNS CUBOID CO. ©

A new carefree feeling; Burns Cuboids for comfortable walking. (Form S4R1) © 15Aug60; KK153067.

BURPEE (W. ATLEE) CO. ©

Crabgrass killer. \$3.55. Net wt. 8 lbs. © 11Jul60; KK154121.

Insecticide for lawns. \$3.90. Net wt. 8 lbs. © 11Jul60; KK154122.

Lawn food; fertilizer. \$4.75. Net wt. 25 lbs. © 22Aug60; KK154116.

Weed killer for lawns. \$2.30. Net wt. 6 lbs. © 18Aug60; KK154118.

BURTON SALES, INC. ©

Low as \$1 delivers at once, no credit needed. Cars. (In Mirror news, Los Angeles, May 18, 1960, pt.4, p.8) © 18May60; KK152812.

BUXTON, INC. ©

Buttons 'n bows are popping up all over this season; these new frivolously feminine decorations ... on matched leather accessories. The Button Set and the Bow set by Lady Buxton. (In Seventeen, Aug. 1960, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 1Aug60; KK153741.

Press this button and this thin Key-Tainer flips its lid. (In Life, Oct. 24, 1960, p.92) Appl. author: Doyle Dane Bernbach, Inc. © 20Oct60; KK154956.

Small, medium, large, they're all this thin; Key-Tainer by Buxton. (In Life, Oct. 26, 1959, p.47) Appl. author: Doyle Dane Bernbach, Inc. © 22Oct59; KK155343.

You can see how soft it is; to graphically illustrate ... we enlarged the billfold several times. The Softfold by Lord Buxton. (In Life, June 6, 1960, p.79) Appl. author: Doyle Dane Bernbach, Inc. © 2Jun60; KK152501.

BUYUKAS, MICHAEL A. SEE Bergen County Coal & Oil Co.

C

C-A N. B. SEE Crocker-Anglo National Bank, San Francisco.

C.A.N.B. SEE Crocker-Anglo National Bank, San Mateo, Calif.

C.B. CO. SEE Continental Baking Co., Inc.

C. C. A. SEE Chromium Corp. of America.

C.E. CO. SEE Commonwealth Edison Co.

CIBA PHARMACEUTICAL PRODUCTS, INC. © The new hypertensive patient. By Travis Winsor. (The CIBA clinical record, v.1, no.4) © 18Jul60; KK153262.

Progress in the therapy of advanced hypertension. By H. Mitchell Perry, Jr. (The CIBA clinical record, v.1, no.3) © 2Sep60; KK153938.

C.I.F.P.C. SEE College Inn Food Products Corp.

C. J. CO. SEE Cracker Jack Co.

CRL, INC. SEE Circle Research Laboratories, Inc.

CADMAN CO. ©

Caddy no-rub aluminum, chrome cleaner. Net contents 32 oz. NM: new matter. © 8Dec60; KK155570.

Caddy no-scrub vinyl plastic, leather cleaner. Contents 12 oz. © 8Dec60; KK155569.

CAL-DAK. PLAS-TEX CORP. SEE Plas-Tex Corp.

CAL-DAK CO. ©

Lawn and garden hose reels. Item no.220-222. Appl. author: Zepha Bogert. © 15Dec60 (in notice: 1959); KK155860.

CAL-DAK CO. CRESTLINE DIVISION.

Crestline king-size tray tables, tray table sets. Pattern no.516, tole rose black & other products. (Form no.666) Appl. author: Zepha Bogert. © Crestline, accepted alternative designation of Crestline Division of the Cal-Dak Co.; 15Dec60 (in notice: 1961); KK155861.

CALIFORNIA NATIONAL PRODUCTIONS, INC. ©

Shari Lewis and her puppets. 6060. By Saalfeld Pub. Co. Authorized ed. © 18Mar60; KK153894.

CALIFORNIA REDWOOD ASSN. ©

Garden redwood ideas from California; landscaping. © 19Apr60; KK152931.

Saw-textured redwood has a charming, natural beauty; CRA. (In House & garden, Sept. 1960, p.3) Appl. author: Honig-Cooper & Harrington. © 1Sep60; KK153744.

CALLAWAY MILLS CO. ©

Cutie carics; the furry fabric with the magic adhesive back. No nailing, no hanging, just stick them to the wall. © 15Nov60; KK155402.

CALLEN PHOTO MOUNT CORP. ©

New Callen Ad-a-Leaf direction sheet. © 19Sep60; KK154454.

CALVER, MILES P. ©

Hospital insurance for all ages now available. (In The Miami herald, Sept. 26, 1960, p.25-A) © 26Sep60; KK154058.

CALVERT DISTILLERS CO. ©

Big friendly flavor; Calvert Reserve, American blended whiskey. (In Salamanca republican-press, Nov. 7, 1960, p.6) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 7Nov60; KK155554.

Calvert has more power to please; crystal gleams in the candlelight. Calvert Reserve, American blended whiskey. (In Life, Feb. 8, 1960, p.118) © 3Feb60; KK155019.

Calvert has more power to please because it's the whiskey only the hand of skill can blend; Reserve. (In The Saturday evening post, Oct. 24, 1959, p.22) © 19Oct59; KK155505.

From the strength and flavor of many rare spirits, Calvert blends it power to please; Calvert Reserve. (In Look, Oct. 27, 1959, p.132) © 22Oct59; KK154403.

This brand really has me on the go, these days. Calvert Reserve, American blended whiskey. Harold S. Lee, executive vice-president. (In Connecticut beverage journal blue book, Jan. 1959, p.4 of cover) © 23Dec58 (in notice: 1959); KK154444.

Which of these two whiskeys is insured for one million dollars? Calvert Reserve. (In The Reporter dispatch, Aug. 17, 1960, p.4) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 17Aug60; KK153411.

CAMEO RECORDS.

Bobby Rydell; Volare. C-179 V.
© Bernard Lowe Enterprises, Inc.
t.a. Cameo Records; 6Jul60; KK153046.

CAMERA, JOHANNA DELLA-. SEE Della-Camera, Johanna.

CANFIELD OIL CO. ©

Valve Ease prize contest. Item 120 pen, pencil and lighter set & other prizes. Appl. author: Robert H. Blake. © 15Nov60; KK155892.

CAPITAL BAKERS, INC. ©

Tenderly, tenderly, compare new Capital Tender-Curl with any other bread. (In Sun-gazette, Williamsport, Pa., Aug. 18, 1960, p.35) Appl. author: Clements Co., Inc. © 18Aug60; KK153436.

Tenderly, tenderly; now, bread that tastes better. The secret is a remarkable new process called Tender-Curl. (In Williamsport sun-gazette, Aug. 15, 1960, p.5) Appl. author: Clements Co., Inc. © 15Aug60; KK153318.

CAPITOL RECORDS, INC. ©

Famous marches. Efreem Kurtz conducting the Philharmonia Orchestra. G7220. © 5Jul60; KK153563.
In a bright and easy mood Mavis Rivers sings about the simple life. T1408. © 5Jul60; KK153564.
Tchaikovsky symphony no.5 in E minor. Rudolf Kempe conducting the Berlin Philharmonic Orchestra. G7219. © 5Jul60; KK154045.

CAR PALACE, INC. ©

Our Gold Medallion automobile. © 1Dec60; KK155772.

CARAM MANUFACTURING CO. ©

New beauty in modern architecture: Caram Neoprene-Hypalon roofing system. Appl. author: M. Keith Molsberry. © 1Sep60; KK154300.

CARANDO'S, INC. ©

The original Carando's Italian brand; Mortadella. Manufacturers of Italian style pork specialties. © 30Nov60; KK155285.
The original Carando's special Italian brand Mortadella. © 8Dec60; KK155612.
The original Carando's special Italian brand salami roll. © 8Dec60; KK155487.

CARBORUNDUM CO. REFRACTORIES

DIVISION. ©
Refractory cements; mortars, ramming mixes, castables, by Carborundum. (Form 5135 10M 9-60) © 15Sep60; KK155980.

CARLING BREWING CO. ©

More flavor to it because there's more hops in it; Red Cap ale. (In Esquire's guide to New York, July 1960, p.147) Appl. author: Benton & Bowles, Inc. © 16Jun60; KK152560.

Red Cap ale, a most unusual ale; table for two and Red Cap, too. (In Life, Feb. 16, 1959, p.41) Appl. author: David Kepner, NM: revision & additions. © 16Feb59; KK152361.

Stocking up for the holidays? Stock up with Red Cap ale. (In Life, Dec. 5, 1960, p.71-72) Appl. author: Benton & Bowles, Inc. © 30Nov60; KK155625.

CARLSBERG AGENCY, INC. ©

Quaffmanship, a continuing excursion into the divers aspects of quaffing the finest of beers. (In The New York times, May 19, 1960, p.27) © 19May60; KK152996.

Quaffmanship, a continuing excursion into the divers aspects of quaffing the finest of beers. A quaffing party can be formal or informal. (In The New York times, July 28, 1960, p.34) © 28Jul60; KK153034.

Quaffmanship, a continuing excursion into the divers aspects of quaffing the finest of beers; Carlsberg, the glorious beer of Copenhagen. (In The New York times, June 1, 1960, p.36) © 1Jun60; KK152933.

Quaffmanship, a continuing excursion into the divers aspects of quaffing the finest of beers, Carlsberg, the glorious beer of Copenhagen. (In The New York times, June 17, 1960, p.42) © 17Jun60; KK152507.

CARMA CREATIONS. ©

Robert E. Lee and his generals; a set of five decorative ceramic wall plaques. Appl. author: Sam B. Newman. © 15Nov60; KK155989.

CARNATION CO. ©

Lesson 1-H; using evaporated milk for superior cooking results, by Mary Blake, Carnation home service director. What is evaporated milk? (In Forecase for home economists, Oct. 1959, p.35) © 17Sep59; KK152977.

News-burgers, the magic burgerwiches with the surprise inside. Evaporated milk. (In Grit, Aug. 14, 1960, woman's section, p.3) Appl. author: A. Culver Boyd. © 14Aug60; KK153872.

CARNES CORP. ©

ATC acoustic terminal control units for all-air high-velocity systems. (Catalog 1160) © 2Aug60; KK153490.

CARON CORP. ©

Eau de toilette. (In Beauty fashion, Aug. 1960, p.33) © Caron Corp. d.b.a. Caron; 1Aug60; KK153677.

New and delightfully refreshing. Eau de toilette by Caron, the greatest name in perfume. (In Town and country, Sept. 1960, p.86) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 6Sep60; KK154101.

New and delightfully refreshing, eau de toilette by Caron, the greatest name in perfume, made only in France. (In The New Yorker, Aug. 20, 1960, p.41) Appl. author: Parfums Caron. © Caron Corp. d.b.a. Caron; 20Aug60; KK155201.

CARS OVERSEAS, INC. ©

The facts on buying a car in Europe. © 15Dec60; KK155982.

CARTER (MARY) PAINT FACTORIES. ©

Exclusive franchise plan. Brochure; August 1, 1960. © 15Aug60; KK153829.

CARTER PRODUCTS, INC. ©

Your most admired personality traits can cause your headaches. Micrainin, with Pyradine-3, advanced analgesic for relief of headache pain. (In Syracuse herald journal, Dec. 12, 1960, p.7) Appl. author: Ellington & Co., Inc. © 12Dec60; KK155985.

CARTER'S INK CO. ©

Choicest way to sell stamp pads; foam or felt. (In Marking industry, Feb. 1960, p.27) Appl. author: Hoag & Provandie, Inc. © 1Feb60; KK153205.
Fer ya, not agin ya; carbons. (In The Office, Mar. 1960, p.230) Appl. author: Hoag & Provandie, Inc. © 1Mar60; KK153207.

For complete lines, it pays to Carterize. Rubber cement & 7 other products for office, school, home and industry. (In Chain store age, Aug. 1960, p.44-45) Appl. author: Hoag & Provandie, Inc. © 7Aug60; KK153462.

For get-up-n-go packaging it pays to Carterize. Blister-packed; carded; pre-priced; self-selling. (In Chain store age, grocery managers ed., Mar. 1960, p.94) Appl. author: Hoag & Provandie, Inc. © 29Feb60; KK152769.

I go for Carter's O. S. R., office stain remover. (In Today's secretary, Sept. 1960, p.49) Appl. author: Hoag & Provandie, Inc. © 20Aug60; KK155396.

I go for Carter's Stylewriter carbon film ribbon. (In Today's secretary, Nov. 1960, p.58) Appl. author: Hoag & Provandie, Inc. © 20Oct60; KK155398.

Irresistible impulses, Carter's year-round moneymakers. Marks-A-Lot & other products. (In The College store journal, summer issue 1960, p.77) Appl. author: Hoag & Provandie, Inc. © 1Jul60; KK153441.

It's always rush season on Carter's Marks-A-Lot & new Draws-A-Lot. (In The College store, convention issue 1960, p.100) Appl. author: Hoag & Provandie, Inc. © 1Apr60; KK153440.

It's electrifying, Carter's electric line. Rugged carbons 'n ribbons custom-designed for electric machines. (In Today's secretary, Oct. 1960, p.56) Appl. author: Hoag & Provandie, Inc. © 20Sep60; KK155397.

Magnify your ribbon profits. Super nylon; silk. (In Geyer's dealer topics, Mar. 1960, p.114) Appl. author: Hoag & Provandie, Inc. © 25Feb60; KK153209.

Mylar strong, Mylar sharp; new stylewriter carbon film ribbon. (In The Office, Apr. 1960, p.278) Appl. author: Hoag & Provandie, Inc. © 1Apr60; KK153208.

She asked for it; new Draws-a-Lot wash-off marker. (In Chain store age, variety managers ed., May 1960, p.102) Appl. author: Hoag & Provandie, Inc. © 7May60; KK153213.

This one marks for good; Marks-a-Lot. This one washes off; Draws-a-Lot. (In Life, Sept. 5, 1960, p.120) Appl. author: Hoag & Provandie, Inc. © 1Sep60; KK154235.

12-sheet carbon packs? (In Geyer's dealer topics, Apr. 1960, p.35) Appl. author: Hoag & Provandie, Inc. © 25Mar60; KK153210.

CASGEL SERVICE. ©

Hi there, we are happy to send you the enclosed 25¢ refund on your recent purchase of Lestoil; the all-purpose detergent. © 2May60; KK152364.

CELANESE CORP. OF AMERICA. ©

Fortrel, the fiber that keeps its promise. Sample tag. © 8Sep60; KK154784.

A new luxury has come along; new nyltril fiber Darvan. Exmoor sweaters of Darvan. © 1Jul60; KK153572.

CHAMBON, CARL M. SEE Shirtone Co.

CHAMPION CO. ©

Questions and answers on cathodic protection. Vaults. © 6Sep60; KK154407.

CHANEL, INC. ©

Chanel becomes the woman you are. A perfume is different on different women; No.5. [Full length of brunette in raincoat with umbrella] (In Glamour, Oct. 1959, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 22Sep59; KK153044.

Chanel becomes the woman you are. A perfume is different on different women; No.5. [Half length of blonde in evening dress] (In Glamour, Sept. 1959) Appl. author: Norman, Craig & Kummel, Inc. © 22Aug59; KK153043.

Chanel becomes the woman you are. A perfume is different on different women; No.5. [Woman in evening gown with pearl necklace & fur wrap around shoulders] (In Mademoiselle, Dec. 1959, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 20Nov59; KK154319.

Chanel becomes the woman you are; No.5. Perfume. (In Glamour, June 1959, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 22May59; KK152407.

Chanel goes back to school, too; No.5. Perfume. (In Beauty fashion, July 1959, p.34-35) Appl. author: Norman, Craig & Kummel, Inc. © 10Jul59; KK152405.

If she has a flair about her, if you really care about her, fill the Christmas air about her with Chanel No.5; spray perfume and cologne. (In New York Herald Tribune, Dec. 13 1959, p.58) Appl. author: Norman, Craig & Kummel, Inc. © 13Dec59; KK153053.

If time stands still when you're standing next to him, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, July 1959, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Jul59; KK153048.

New, No.5 spray perfume. (In Vogue, Oct. 1, 1959, p.15) © 19Sep59; KK152922.

New, No.5 spray perfume. Now you can take it with you, in your purse. (In Vogue, Oct. 1, 1959, p.15) Appl. author: Norman, Craig & Kummel, Inc. © 1Oct59; KK153040.

No.5 spray cologne. Newest and neatest of life's luxuries. (In The New Yorker, Sept. 19, 1959, p.3) Appl. author: Norman, Craig & Kummel, Inc. © 17Sep59; KK153042.

Suggest Chanel No.5 for the purse, perfect complement for the No.5 classic bottle; perfume. (In Beauty fashion, Nov. 1959, p.42-43) Appl. author: Norman, Craig & Kummel, Inc. © 10Nov59; KK154318.

There's no business like new business. Chanel announces a great new set: no.5 spray perfume and no.5 spray cologne. (In Beauty fashion, Oct. 1959, p.42-43) Appl. author: Norman, Craig & Kummel, Inc. © 1Oct59; KK152953.

When even the daisies can tell, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, June 1959, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Jun59; KK152406.

When his gift shows he knows, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Dec. 1959, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Dec59; KK153052.

When his letter is on your sweater, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Oct. 1959) Appl. author: Norman, Craig & Kummel, Inc. © 1Oct59; KK153051.

When it might as well be spring, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Feb. 1960, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 1Feb60; KK154316.

When poetry suddenly starts to make sense, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Aug. 1959, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Aug59; KK153049.

When the music stops and you keep on dancing, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Jan. 1960, p.7) Appl. author: Norman, Craig & Kummel, Inc. © 22Dec59 (in notice: 1960); KK154314.

When you're in a class by yourselves, you're ready for Chanel, the most treasured name in perfume; No.5. (In Seventeen, Sept. 1959, p.5) Appl. author: Norman, Craig & Kummel, Inc. © 1Sep59; KK153050.

CHAPMAN, A. C. ©
Mail Order Research. At last a program to insure your success in mail selling. © 4Jan60 (in notice: 1959); KK152651.

CHEMEX CORP. ©
Capsule. Shaker, canister, humidor. \$8.50. 11 oz. Appl. author: Peter Schlumbohm. © 12Oct60; KK154366.
Coffeeemaker. BTU-ty metal set & other products. Prospectus. By Peter Schlumbohm. © 11Jul60; KK153544.

Coffeeemaker. Chemex-Bonded filter-paper & other products. Prospectus. By Peter Schlumbohm. © 17Aug60; KK153543.

Coffeeemaker. Chemex-Bonded filter-paper & other products. (Prospectus) By Peter Schlumbohm. © 14Nov60; KK155178.

Coffeeemaker. Pyrex brand glass & other products. Prospectus. By Peter Schlumbohm. © 18Oct60; KK154428.

Newsletter no.15. Iced butter or caviar dish & other products. By Peter Schlumbohm. © 29Jul60; KK153546.

Newsletter no.16. Iced butter or caviar dish & other products. By Peter Schlumbohm. © 23Aug60; KK153545.

Newsletter no.17. Iced butter or caviar dish & other products. By Peter Schlumbohm. © 23Nov60; KK155192.

Vertikettle. Teamex turbulator & other products. (Prospectus) Appl. author: Peter Schlumbohm. © 28Oct60; KK155171.

CHEMICAL PRODUCTS CO. ©
Brewer's instant cleaner. One gallon. © 6Sep60; KK154026.

CHERRY PRODUCTS SALES CORP. ©
Reddi-Maid brand, jellied cherry sauce. Net contents 12 1/4 oz. © 27Jul60; KK153371.

CHIDLOW'S HEALTH BREADS.
Safe as money in the bank. Your family's nutrition protected. Soy bread & 9 other health breads. Appl. author: Ernest Camp, Jr. © Chidlow's Health Breads, a division of Southern Bakeries Co.; 26Aug60; KK153691.

CHINCHAR (VICTOR M.) & SONS. ©
Hey kids, get yours today; deluxe Hom-Pla baseball bases ball diamond. © 18Apr60; KK152850.

CHOCOLATE PRODUCTS CORP. ©
Chocolate streak ice cream. Half gallon liquid. Appl. author: Ferguson-Lander Box Co. © 14Sep60; KK153963.

CHORE-BOY MANUFACTURING CO. ©
East, West, North and South - thousands of Chore-Boy users are getting more profit and pleasure from dairying. Endorsed by Steele Thompson & Son & others. (In Hoard's dairyman, Nov. 25, 1960, p.4 of cover) Appl. author: Don E. Golay. © 25Nov60; KK155176.

A jewel, says Indiana dairyman about his Chore-Boy automatic vacuum washer; milking systems. Endorsed by Albert Ernstes and Son. (In Hoard's dairyman, July 10, 1960, p.4 of cover) Appl. author: Don E. Golay. © 10Jul60; KK152337.

CHRISTOPHER, CLYDE. SEE Christopher's.

CHRISTOPHER, RUTH A. SEE Christopher's.

CHRISTOPHER'S.
Pure apple syrup. 1 pint net wt. © Clyde Christopher & Ruth A. Christopher d.b.a. Christopher's; 14Oct60; KK155429.

CHROMIUM CORP. OF AMERICA. ©
Crodon, the chrome plate, at work with power. (Bulletin no.45) © 10Aug60; KK153204.

Crodon, the chrome plate service, helps keep sheet and tin mills rolling. (Bulletin no.50) © 22Sep60; KK154059.

CHUN KING CORP. ©
Beef chop suey. Divider-Pak. Net weight 1 lb. 13 ozs.; net weight 14 ozs. (Canned Beef chop suey) © 25Nov60; KK155278.

Beef chop suey. Quick frozen. Net weight 1 lb. © 25Nov60; KK155274.

Chicken chop suey dinner. Quick frozen. Net weight 11 ozs. (Frozen chicken chop suey dinner) © 12Dec60; KK155561.

Chicken chow mein without noodles. Divider-Pak. Net weight 1 lb. 13 ozs.; net weight 14 ozs. (Canned chicken chow mein) © 25Nov60; KK155279.

Chicken chow mein without noodles. Quick frozen. Net weight 1 lb. © 25Nov60; KK155273.

Egg foo young, Chinese omelet with gravy separate. Quick frozen. Net weight 12 oz. (Frozen egg foo young) © 25Nov60; KK155275.

Fried rice with meat and eggs. Quick frozen. Net weight 10 oz. © 25Nov60; KK155272.

Jeno's pizza; complete with tangy sauce, cheese and mix for tender crust. Net weight 15 3/4 ozs. © 20Jul60; KK152627.

Living Earth, nature's perfectly blended complete house plant soil. © 11Jul60; KK155879.

Mushroom chow mein without noodles. Divider-Pak. Net weight 1 lb. 13 ozs.; net weight 14 ozs. (Canned mushroom chow mein) © 25Nov60; KK155277.

Nokomis wild rice cass'rol with chicken; quick frozen. Net weight 12 ozs. © 13May60; KK152309.

Shrimp chop suey dinner. Quick frozen. Net weight 11 ozs. (Frozen shrimp chop suey dinner) © 12Dec60; KK155562.

Shrimp chow mein without noodles. Quick frozen. Net weight 1 lb. © 25Nov60; KK155271.

6 Cantonese egg rolls prepared with meat & shrimp. Quick frozen. Net weight 6 oz. (Frozen egg rolls) © 25Nov60; KK155276.

Vegetable chow mein. Quick frozen, without noodles. Net weight 14 ozs. © 26Sep60; KK154100.

CHURCH & DWIGHT CO., INC. ©
Baking soda makes these Christmas ornament cookies very tender, very crisp, very good. Arm & Hammer baking soda. (In What's new in home economics, Nov. 1960, p.3 of cover) © 14Oct60; KK155798.
Teach baking for the family with baking soda. Arm & Hammer baking soda. (In What's new in home economics, Oct. 1960, p.45-48) © 21Sep60; KK155797.
CIRCLE RESEARCH LABORATORIES, INC. ©
Plastic pool owners, no more slimy, slippery pool or smelly, green water with new, double-action Pool Safe. (In Morristown daily record, July 29, 1960, p.7) © 29Jul60; KK153585.

CITIES SERVICE OIL CO. ©

I got my crazy cones at Cities Service. Face with oval eyes & downcast mouth. Appl. author: Edward S. Larson, Jr. © 100ct60; KK155476.

I got my crazy cones at Cities Service. Face with round eyes & triangle nose. Appl. author: Edward S. Larson, Jr. © 100ct60; KK155475.

CITY NATIONAL BANK & TRUST CO. OF CHICAGO. ©

Get off that pay day money-go-round with Simplex checks. (In Chicago daily tribune, May 6, 1960, pt.1, p.5) Appl. author: George H. Hartman Co. © 6May60; KK154813.

Get the most out of life, start saving now at City National. (In Chicago daily tribune, Apr. 27, 1960, pt.2, p.7) Appl. author: George H. Hartman Co. © 27Apr60; KK154633.

How much rain in Spain? (In Chicago daily tribune, Apr. 13, 1960, pt.3, p.5) Appl. author: George H. Hartman Co. © 13Apr60; KK154812.

Meet the men who makes decisions. (In Chicago daily tribune, Sept. 7, 1960, pt.1, p.13) Appl. author: George H. Hartman Co. © 7Sep60; KK154814.

Stop wondering where the money goes, get an accurate budget record every month with Simplex checks, the low-cost, no minimum balance checking account for everyone. (In Chicago sun-times, June 10, 1960, p.26) Appl. author: George H. Hartman Co. © 10Jun60; KK154634.

You mean my little family needs City National Bank? (In Chicago daily tribune, Sept. 20, 1960, pt.4, p.4) Appl. author: George H. Hartman Co. © 20Sep60; KK154815.

Your eyes and ears in Chicago. [Businessmen beside fountain] (In Illinois banker, June 1960, p.7) Appl. author: George H. Hartman Co. © 1Jun60; KK155495.

Your eyes and ears in Chicago. [Businessmen looking over stockyards] (In Illinois banker, Aug. 1960, p.17) Appl. author: George H. Hartman Co. © 1Aug60; KK155494.

Your eyes and ears in Chicago; City National. (In Illinois banker, Oct. 1960, p.15) Appl. author: George H. Hartman Co. © 1Oct60; KK154660.

CLAIROL, INC. ©

Are you washing precious hair color down the drain? Shampoo. (In TV guide, Nov. 5-11, 1960, p.A-33) Appl. author: Foote, Cone & Belding. © 1Nov60; KK155522.

Clairol gives our students the most thorough training in haircoloring ... says Mr. Bernard Bell. Endorsed by Carol Constantine. (In National beauty school journal and beauty school management, Nov. 1960, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Nov60; KK155131.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Boy with arms folded around woman's neck from behind] (In Life, July 11, 1960, p.79) Appl. author: Foote, Cone & Belding. © 7Jul60; KK152906.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Little boy leaning over shoulder of girl holding drawing pad & with paint brush in mouth] (In Life, Nov. 28, 1960, p.31) Appl. author: Foote, Cone & Belding. © 24Nov60; KK155524.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Ports of mother & daughter leaning against tree] (In Life, Sept. 5, 1960, p.74) Appl. author: Foote, Cone & Belding. © 1Sep60; KK153999.

Does she, or doesn't she? Miss Clairol Hair Color Bath. Woman & girl in swimming pool scene. (In Life, Aug. 8, 1960, p.11) Appl. author: Foote, Cone & Belding. © 4Aug60; KK153366.

Does she, or doesn't she? Miss Clairol Hair Color Bath. [Woman & little girl in wall situation] (In Life, Oct. 31, 1960, p.36) Appl. author: Foote, Cone & Belding. © 27Oct60; KK155138.

Free gifts for happy holidays; Vitapointe creme hairdress and conditioner. (In Modern beauty shop, Nov. 1960, p.47) Appl. author: Foote, Cone & Belding. © 25Oct60; KK155443.

Hate that gray? Wash it away. Loving Care, hair color lotion. (In The Philadelphia inquirer magazine, Aug. 14, 1960, p.20-21) Appl. author: Foote, Cone & Belding. © 14Aug60; KK153360.

Hate that gray? Wash it away. New, color only the gray without changing your natural hair color; Loving Care, (In The Post & times-star, Cincinnati, July 14, 1960, p.15) Appl. author: Foote, Cone & Belding. © 14Jul60; KK152901.

How summer hair care can build profits and good will for your salon. Hair So New; Metalex; Vitapointe. (In Beauty trade, Aug. 1960, p.26-27) Appl. author: Foote, Cone & Belding. © 10Aug60; KK153989.

How summer hair care can build profits and good will for your salon, by Nelle B. Lorick. Hair So New; Metalex; Vitapointe. (In American hairdresser, July 1960, p.6-7) Appl. author: Foote, Cone & Belding. © 20Jun60; KK152657.

How to achieve beautiful new reds without pre-bleaching. Red Fashion Salon Formula color & 2 other products. (In Beauty trade, Apr. 1960, p.20) Appl. author: Foote, Cone & Belding. © 10Apr60; KK153987.

How to combine haircoloring and permanent waving successfully, by William E. Clarke. (In American hairdresser, Aug. 1960, p.6-7) Appl. author: Foote, Cone & Belding. © 20Jul60; KK152902.

How to get rid of gray a remarkable new way without tinting, by Julius Caruso; Loving Care. (In American hairdresser, Nov. 1960, p.6-7) Appl. author: Foote, Cone & Belding. © 20Oct60; KK155068.

How to speed up blonde on blonde for greater profit, by Gene Shacove. (In American hairdresser, Sept. 1960, p.6-7) Appl. author: Foote, Cone & Belding. © 20Aug60; KK153988.

How to use a gray rinse in surprising ways; Come Alive Gray. (In Beauty trade magazine, Oct. 1960, p.32-33) Appl. author: Foote, Cone & Belding. © 10Oct60; KK155067.

How to use Loving Care hair color lotion. © 29Apr60; KK153694.

Important packaging change; the demand for new Ultra-Blue Lady Clairol has been so tremendous that we are working around the clock. Ultra-Blue Lady Clairol Protinator. © 11Mar60; KK152321.

In my 45 years in the beauty business, I have watched Clairol become the outstanding leader in the haircoloring field ... says Mr. S. A. Bander. Endorsed by Ronald Fredrics. (In National beauty school journal and beauty school management, July 1960, p.2 of cover) Appl. author: Foote, Cone & Belding. © 1Jul60; KK152656.

Is it true blondes have more fun? Instant Whip Lady Clairol creme hair lightener. [Man blowing up balloon; blonde laughing] (In Look, Oct. 11, 1960, p.74) Appl. author: Foote, Cone & Belding. © 27Sep60; KK154548.

Is it true, blondes have more fun? Instant Whip Lady Clairol creme hair lightener. Penny arcade scene. (In Screen stories, Sept. 1960, p.3 of cover) Appl. author: Foote, Cone & Belding. © 25Aug60; KK153370.

Is it true, blondes have more fun? Lady Clairol creme hair lightener. [Couple at water fountain] (In Look, Nov. 22, 1960, p.79) Appl. author: Foote, Cone & Belding. © 8Nov60; KK155441.

Leading beauty schools agree: where results count, you can count on Clairol; haircoloring. Ben Fisher & his son Martin Fisher & 5 other beauticians. (In National beauty school journal and beauty school management, Aug. 1960, p.2) Appl. author: Foote, Cone & Belding. © 1Aug60; KK153364.

Leading beauty schools agree: where results count, you can count on Clairol. Margaret Hicks & 3 other pictures of directors of beauty academies. (In National beauty school journal and beauty school management, Oct. 1960, p.2) Appl. author: Foote, Cone & Belding. © 1Oct60; KK154560.

Miss Clairol Hair Color Bath Color Dial. © 15Aug60; KK154275.

Natural-looking results, excellent hair condition: two good reasons why we always use Clairol, says Anthony Dionisio. Ultra-Blue Lady Clairol. Endorsed by Joyce A. Cavalieri. (In National beauty school journal and beauty school management, Sept. 1960, p.2) Appl. author: Foote, Cone & Belding. © 1Sep60; KK153984.

Now you can protect hair color just as leading hairdressers do, by Evelyn Whaley. Shampoo. (In TV guide, Oct. 29-Nov.4, 1960, p.A-45) Appl. author: Foote, Cone & Belding. © 25Oct60; KK155521.

Our warmest thanks for your constant preference for Clairol products and your artistry in using them. (In American hairdresser, Dec. 1960, p.6-7) Appl. author: Foote, Cone & Belding. © 20Nov60; KK155523.

Ultra-Blue Lady Clairol Protinator, the Protinator catalyst for ultra-lightest blonding. Dispenser pack. 24 envelopes, 12 grams each. © 11Mar60; KK152320.

CLARK (KEITH) INC.

Keep ahead of time, year after year, with Keith Clark and Defiance calendars. (In Modern office procedures, Oct. 1960, p.50) Appl. author: J. Keith Clark. © Keith Clark, Inc. & Defiance Calendar Co., Inc.; 10Oct60; KK154738.

CLARK GRAVE VAULT CO. ©

Would you know what to do? [Woman holding telegram leaning against shoulder of man] (In Ladies' home journal, Sept. 1960, p.154) Appl. author: Ranaid S. West. © 25Aug60; KK153626.

CLEVELAND COCA-COLA BOTTLING CO. ©

Coca-Cola presents the history of bowling, 16. (In The Cleveland kegger and sports review, Oct. 4, 1960, p.5) Appl. author: Charles M. Schloss. © 4Oct60; KK154212.

Coca-Cola presents the history of bowling, 17. (In The Cleveland kegger and sports review, Oct. 18, 1960, p.5) Appl. author: Charles M. Schloss. © 18Oct60; KK154614.

Coca-Cola presents the history of bowling, 18. (In The Cleveland kegger and sports review, Nov. 1, 1960, p.5) Appl. author: Charles M. Schloss. © 1Nov60; KK154734.

- Coca-Cola presents the history of bowling, 19. (In *The Cleveland kiegler and sports review*, Nov. 15, 1960, p.5) Appl. author: Charles M. Schloss. © 15Nov60; KK154952.
- Coca-Cola presents the history of bowling, 20. (In *The Cleveland kiegler and sports review*, Nov. 29, 1960, p.5) Appl. author: Charles M. Schloss. © 29Nov60; KK155318.
- Coca-Cola presents the history of bowling, 21. (In *The Cleveland kiegler and sports review*, Dec. 13, 1960, p.5) Appl. author: Charles M. Schloss. © 13Dec60; KK155566.
- CLEVELAND TWIST DRILL CO. ©**
High speed production requires drills of highest quality; Cle-Forge high speed drills. (In *Purchasing*, Nov. 21, 1960, p.123) Appl. author: W. Emerson Wenger. © 21Nov60; KK155744.
- New style carbide tipped countersink gives 4 to 10 times more holes per grind, eliminates chatter and eccentricity. (In *Carbide engineering*, Sept. 1960, p.9) Appl. author: W. Emerson Wenger. © 6Sep60; KK154596.
- CLINTON SILK MILL, INC. ©**
Fine yarn weavers; rayon, silk, nylon. © 19Dec60; KK155863.
- CLOROX CO. ©**
Clorox fall spruce-up special; free Evening in Paris lipstick. Bleach. (In *The Clarksburg exponent*, Oct. 13, 1960, p.17) Appl. author: Honig-Cooper & Harrington. © 13Oct60; KK155598.
- Clorox fall spruce-up twins; Evening in Paris lipstick plus perfume. Bleach. (In *The Miami herald*, Oct. 13, 1960, p.38-E) Appl. author: Honig-Cooper & Harrington. © 13Oct60; KK155599.
- Get this free plastic shampoo brush from Clorox; bleach. (In *The Seattle daily times*, Oct. 12, 1960, p.33) Appl. author: Honig-Cooper & Harrington. © 12Oct60; KK155596.
- Ground-in grime or simply soiled, you need Clorox to get out dirt that suds leave in; bleach. [Boy on sliding board; man at desk] (In *San Francisco examiner*, Apr. 21, 1960, section 2, p.11) Appl. author: Honig-Cooper & Harrington. © 21Apr60; KK152591.
- Ground-in grime or simply soiled, you need Clorox to get out dirt that suds leave in; bleach. [Fatigued female by fireplace; seated male wiping mouth] (In *San Francisco examiner*, July 28, 1960, p.11) Appl. author: Honig-Cooper & Harrington. © 28Jul60; KK154663.
- Ground-in grime or simply soiled, you need Clorox to get out dirt that suds leave in. Bleach. (In *Parents' magazine & better home-making*, Oct. 1960, p.29) Appl. author: Honig-Cooper & Harrington. © 25Sep60; KK155302.
- Ground-in grime or simply soiled, you need Clorox to get out dirt that suds leave in; bleach. [Male fixing car motor; female gardener] (In *San Francisco examiner*, July 7, 1960, section 2, p.6) Appl. author: Honig-Cooper & Harrington. © 7Jul60; KK154662.
- Ground-in grime or simply soiled, you need Clorox to get out dirt that suds leave in; bleach. [Man holding potted plant; baby taking shirt off] (In *San Francisco examiner*, May 5, 1960, section 2, p.11) Appl. author: Honig-Cooper & Harrington. © 5May60; KK152592.
- Ground-in grime or simply soiled, you need Clorox to get out dirt that suds leave in; bleach. [Man with tire; girl drying hair of another girl] (In *San Francisco examiner*, June 23, 1960, section 2, p.5) Appl. author: Honig-Cooper & Harrington. © 23Jun60; KK152593.
- New, no-drip lip; now you can offer your customers Clorox ... the first and only no-drip bottles in the household bleach field. (In *The Quartermaster review*, May-June 1960, p.146) Appl. author: Honig-Cooper & Harrington. © 1Jun60; KK155303.
- Prove it your next wash! Today's Clorox gets out dirt that suds leave in; bleach. [Father & son doing exercises] (In *The Knickerbocker news*, Albany, Sept. 1, 1960, p.6B) Appl. author: Honig-Cooper & Harrington. © 1Sep60; KK154666.
- Prove it your next wash! Today's Clorox gets out dirt that suds leave in; bleach. [Female hanging shirt on line] (In *Nashville banner*, Sept. 29, 1960, p.30) Appl. author: Honig-Cooper & Harrington. © 29Sep60; KK154668.
- Prove it your next wash! Today's Clorox gets out dirt that suds leave in; bleach. [Mother & daughter making bed] (In *Oakland tribune*, Aug. 31, 1960, p.8-23) Appl. author: Honig-Cooper & Harrington. © 31Aug60; KK154665.
- Prove it your next wash! Today's Clorox gets out dirt that suds leave in; bleach. [Picnicking family of 3; mother spreading tablecloth] (In *The Atlanta constitution*, Aug. 18, 1960, p.2-F) Appl. author: Honig-Cooper & Harrington. © 18Aug60; KK154661.
- Why Clorox gets your wash cleaner than dry bleach. (In *Watertown daily times*, July 27, 1960, p.31) Appl. author: Honig-Cooper & Harrington. © 27Jul60; KK155597.
- Why Clorox gets your wash cleaner than dry bleach, whether packets, powders or pills; bleach. [Female holding up shirt] (In *The Post-standard*, Syracuse, N. Y., Sept. 8, 1960, p.11) Appl. author: Honig-Cooper & Harrington. © 8Sep60; KK154667.
- Why Clorox gets your wash cleaner than dry bleach, whether packets, powders or pills; bleach. [Seated baby] (In *The Post-standard*, Syracuse, N. Y., Aug. 25, 1960, p.24) Appl. author: Honig-Cooper & Harrington. © 25Aug60; KK154664.
- COBRA METAL HOSE DIVISION, DK MANUFACTURING CO. SEE DK Manufacturing Co. Cobra Metal Hose Division.**
- COCA-COLA CO. ©**
Airman Lee, ready for inspection, Sir. (In *Air Force times*, June 18, 1960) © 18Jun60; KK152800.
- Any inning, any outing, turns to sheer pleasure with the real refreshment, Coca-Cola. (In *Sporting news*, June 1960) © 8Jun60; KK153775.
- Be really refreshed. Bathing girl. Appl. author: McCann-Erickson, Inc. © 1Jul60; KK153504.
- Be really refreshed. Football girl scene. Appl. author: McCann-Erickson, Inc. © 1Oct60; KK154400.
- Be really refreshed. Girl & dog. Appl. author: McCann-Erickson, Inc. © 1Aug60; KK153502.
- Be really refreshed. Lunch box scene. Appl. author: McCann-Erickson, Inc. © 1Sep60; KK154398.
- Be really refreshed around the clock. Asparagus supreme and Coke. (In *Better homes & gardens*, Apr. 1960) Appl. author: McCann-Erickson, Inc. © 10Mar60; KK153157.
- Be really refreshed around the clock. Hors d'oeuvres on pig. (In *Good housekeeping*, Nov. 1960, p.155) Appl. author: McCann-Erickson, Inc. © 20Oct60; KK155657.
- Be really refreshed around the clock. Hors d'oeuvres pie. (In *Good housekeeping*, Aug. 1960, p.35) Appl. author: McCann-Erickson, Inc. © 21Jul60; KK155656.
- Be really refreshed around the clock. Lazy Susan and Coke. (In *Good housekeeping*, Apr. 1960, p.174) Appl. author: McCann-Erickson, Inc. © 17Mar60; KK153156.
- Be really refreshed around the clock. Seafood barbecue & Coke. (In *Better homes & gardens*, Mar. 1960) Appl. author: McCann-Erickson, Inc. © 10Feb60; KK153165.
- Be really refreshed around the clock. Stuffed franks & Coke. (In *Senior scholastic*, Mar. 23, 1960, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 21Mar60; KK153155.
- Be really refreshed around the clock; try these tempting treats irresistible with Coke. (In *The Dadeville record*, Mar. 3, 1960, p.3) © 3Mar60; KK152536.
- Be really refreshed around the clock; try these tempting treats with big king size Coke. (In *Southwest times record*, Feb. 7, 1960, p.11C) © 7Feb60; KK152751.
- Be really refreshed, bowl with Coke. Family bowling scene. (In *TV guide*, Sept. 10, 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 7Sep60; KK155660.
- Be really refreshed, camp with Coke. Trout fishing scene. (In *Sports illustrated*, Apr. 4, 1960) Appl. author: McCann-Erickson, Inc. © 1Apr60; KK153153.
- Be really refreshed, cool off with Coke. Beach party scene. (In *Sports illustrated*, Sept. 5, 1960) Appl. author: McCann-Erickson, Inc. © 1Sep60; KK155659.
- Be really refreshed, cool off with Coke. Bottle, glass & bottle opener on ice floe. (In *Holiday*, July 1960, p.106) Appl. author: McCann-Erickson, Inc. © 15Jun60; KK153151.
- Be really refreshed, cool off with Coke. Bottle with hole in ice. (In *Holiday*, Aug. 1960) Appl. author: McCann-Erickson, Inc. © 15Jul60; KK155664.
- Be really refreshed, cool off with Coke. Diver & boat. (In *Sports illustrated*, July 11, 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 7Jul60; KK155658.
- Be really refreshed, cool off with Coke. Man under hose. (In *Look*, May 24, 1960) Appl. author: McCann-Erickson, Inc. © 10May60; KK153158.
- Be really refreshed, enjoy a float with Coke. (In *Life*, Aug. 8, 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 4Aug60; KK155667.
- Be really refreshed, pause for Coke. Couple holding hands under table. (In *National geographic*, Apr. 1960) Appl. author: McCann-Erickson, Inc. © 1Apr60; KK153159.
- Be really refreshed, pause for Coke. Skier. (In *Skiing news magazine*, Feb. 1960, p.6) Appl. author: McCann-Erickson, Inc. © 1Feb60; KK153146.
- Be really refreshed, pause for Coke. Valentine couple. (In *McCall's*, Feb. 1960) Appl. author: McCann-Erickson, Inc. © 21Jan60; KK153164.
- Be really refreshed, pause for Coke. Woman in car with dog. (In *The New Yorker*, May 28, 1960) Appl. author: McCann-Erickson, Inc. © 26May60; KK153150.

COCA-COLA CO.-Con.

Be really refreshed, reach for Coke. All alone, when it comes to real cool refreshment. Glass with ice. (In Senior scholastic, May 18, 1960, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 16May60; KK153145.

Be really refreshed, relax with Coke. Couple on park bench in rain. (In Look, Apr. 12, 1960) Appl. author: McCann-Erickson, Inc. © 29Mar60; KK153160.

Be really refreshed, relax with Coke. Riding stable scene. (In The New Yorker, Mar. 5, 1960) Appl. author: McCann-Erickson, Inc. © 3Mar60; KK153154.

Be really refreshed, relax with Coke. Shopper on chair with shoes off. (In Life, Feb. 22, 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 18Feb60; KK153163.

Be really refreshed, sit out with Coke. Party girl. (In Time, Jan. 4, 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 31Dec59 (in notice: 1960); KK153166.

Be really refreshed, win with Coke. Jockey. (In Sports illustrated, May 16, 1960) Appl. author: McCann-Erickson, Inc. © 13May60; KK153152.

Big, big refreshment news; now Coke in cans, too. (In The Virginian pilot, Norfolk-Portsmouth, Apr. 28, 1960, p.29) © 28Apr60; KK152538.

Big refreshment on campus, king size Coke. [College couple & freshman carrying books] (In American girl, Oct. 1960) Appl. author: McCann-Erickson, Inc. © 26Sep60; KK155662.

Big refreshment value; after you pour, there's still lots more. King size Coke. (In The Sun-reporter, Jan. 23, 1960, p.14) © 23Jan60; KK152757.

Big refreshment value; king size Coke. Bottle & opener. Appl. author: McCann-Erickson, Inc. © 1Jun60; KK153503.

Big refreshment value; king size Coke. Ice floe. Appl. author: McCann-Erickson, Inc. © 1Jul60; KK153505.

Big refreshment value; king size Coke. (In Sun reporter, Jan. 30, 1960, p.13) © 30Jan60; KK152759.

Big value. Actual size; family size Coca-Cola. (In Green Bay press gazette, Dec. 10, 1959, p.27) © 10Dec59; KK152760.

Bigger than a hero; king size Coke has more for you. (In Gilchrist County journal, Jan. 28, 1960, p.3) © 28Jan60; KK152537.

Bigger than a shish-kabob; king size Coke has more for you. (In Gilchrist County journal, Jan. 21, 1960, p.3) © 21Jan60; KK152540.

Bring home Coke for Thanksgiving. (In The Decatur daily, Nov. 23, 1959, p.6) © 23Nov59; KK152755.

The Coca-Cola Company salutes National Tavern Month, May 1960. (In NLBA news, Apr. 4, 1960) © 4Apr60; KK152796.

The Coca-Cola Company salutes the Boy Scouts of America on the occasion of their 50th anniversary; 1910-1960. Boy Scout emblem. (In Boy's life, Feb. 1960, p.58) Appl. author: McCann-Erickson, Inc. © 25Jan60; KK153162.

Coca-Cola, too, is compatible with a well balanced diet. (In Journal of the American Medical Assn., June 25, 1960) © 25Jun60; KK152798.

Coke means only Coca-Cola, and Coca-Cola means only Coke. Bottle & glass on ice floe with cup. (In American girl, July 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Jun60; KK153140.

Come and get it; cheerfulest call of all, the call to Coke. Boy Scout with bugle. (In Boy's life, June 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25May60; KK153148.

Commissary logistics: the art of supplying troops with what they want. (In Quartermaster review, May-June 1960) © 1Jun60; KK153773.

Companions in good taste; next time you sit down to enjoy a snack of cheese, pour out a glass of ice-cold Coca-Cola. (In Ebony, Oct. 1959) Appl. author: McCann-Erickson, Inc. © 18Sep59; KK155120.

Company coming, stock up on Coke. (In Stanly news and press, Nov. 27, 1959, p.6B) © 27Nov59; KK152752.

Customers spend up to 60% more when you install a cooler for Coca-Cola. (Gal with sales check in basket) (In Chain store age, May 1960, p.67) © 5May60; KK153772.

Don't disappoint Santa. (In State news, Dover, Del., Dec. 17, 1959, p.13) © 17Dec59; KK152532.

Fantastic offer; one carton of fabulous Fanta free, plus deposit, with every two cartons of Coca-Cola you buy. (In Spokane daily chronicle, Dec. 17, 1959, p.36) © 17Dec59; KK152756.

Field signals; refreshing message, have an ice-cold Coke. Boy Scout & signals. (In Boys' life, Oct. 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 26Sep60; KK155669.

Frankly, more refreshment. Frankfurter scene. Appl. author: McCann-Erickson, Inc. © 1Sep60; KK154399.

Free sales aids to boost profits. (In Motion picture herald, May 14, 1960, p.39) © 14May60; KK152799.

Get 'em out of the car for a Coke and sell more TBA. (In Super service station, June 1960, p.193) © 10Jun60; KK153777.

Half-price sale on king size Coke. (In East Liverpool review, Mar. 1, 1960, p.10) © 1Mar60; KK152535.

High school students, win \$5000. Talentsville, U. S. A. Hi-Fi Club national talent search. (In Stanly news and press, Jan. 1, 1960, p.8A) © 1Jan60; KK152754.

Hungry? Thirsty? Have yourself a Dagwood with king size Coca-Cola. (In The American Legion magazine, Mar. 1960, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 1Mar60; KK153147.

Ice-cold Coca-Cola helps you or the people who work for you be really refreshed; Coke on the job keeps workers refreshed. Building model scene. (In Time, Apr. 18, 1960) Appl. author: McCann-Erickson, Inc. © 13Apr60; KK153144.

Ice-cold Coca-Cola helps you or the people who work for you be really refreshed; Coke on the job keeps workers refreshed. Drawing board scene. (In Time, June 6, 1960, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 1Jun60; KK153141.

Ice-cold Coca-Cola helps you or the people who work for you be really refreshed; Coke on the job keeps workers refreshed. Lunch table scene. (In Time, June 27, 1960) Appl. author: McCann-Erickson, Inc. © 22Jun60; KK153142.

Ice-cold Coca-Cola helps you or the people who work for you be really refreshed; Coke on the job keeps workers refreshed. Secretary at desk with office boy. (In Time, May 16, 1960) Appl. author: McCann-Erickson, Inc. © 11May60; KK153143.

Ice-cold Coca-Cola helps you or the people who work for you be really refreshed. Couple in chemistry lab. (In Time, Oct. 17, 1960) Appl. author: McCann-Erickson, Inc. © 12Oct60; KK155666.

Ice-cold Coca-Cola helps you or the people who work for you be really refreshed. Woman assembling TV. (In Time, Nov. 14, 1960) Appl. author: McCann-Erickson, Inc. © 9Nov60; KK155665.

Keeps you on your toes; sparkling, ice-cold Coca-Cola. Ballet girls. (In American girl, June 1960) Appl. author: McCann-Erickson, Inc. © 25May60; KK153149.

King size Coke; big refreshment value. Snow scene. Appl. author: McCann-Erickson, Inc. © 1Aug60; KK153501.

King size Coke ahooy. Boy Scouts in canoes. (In Boy's life, July 1960, p.4 of cover) Appl. author: McCann-Erickson, Inc. © 25Jun60; KK153161.

King size Coke has more for you; get several cartons for your Halloween party. (In Journal-every evening, Wilmington, Del., Oct. 28, 1959, p.10) © 28Oct59; KK152541.

Large Coke please. Large glass & hand. Appl. author: McCann-Erickson, Inc. © 1Nov60; KK155670.

Lasts the whole meal through; ice-cold king size Coke. (In The Sparta ishmaelite, May 19, 1960, p.8) © 19May60; KK152750.

Make your holidays sing with Coke. The McGuire Sisters. (In State news, Dover, Del., Dec. 10, 1959, p.19) © 10Dec59; KK152533.

A marine solves a bivouac problem. (In Leatherneck, June 1960, p.1) © 25Jun60; KK153776.

New home carton for Coca-Cola; 6 half-quarts. (In Biddeford-Saco journal, Mar. 17, 1960, p.9) © 17Mar60; KK152761.

New, 6-pack for Coke in 12 oz. cans. (In Antioch ledger, Mar. 30, 1960, p.5) © 30Mar60; KK152758.

The night is frosty, but hearts are warm as your voices ring out with joyous carols. (In American girl, Dec. 1960) Appl. author: McCann-Erickson, Inc. © 25Nov60; KK155663.

Now, Coke in big new king size. (In The Macon telegraph, Nov. 14, 1959, p.8) © 14Nov59; KK152534.

The pause that refreshes. Santa Claus & dwarfs. (In Boys' life, Dec. 1960, p.2 of cover) Appl. author: McCann-Erickson, Inc. © 25Nov60; KK155661.

Price reduced on Coke in big king size. (In The Vidalia advance, Dec. 3, 1959, p.2) © 3Dec59; KK152753.

Put a salesman at every car: free intermission tapes sell your refreshment service. (In Motion picture herald, Apr. 16, 1960, p.34) © 16Apr60; KK152797.

Put 'em together and sell more of both. (In Motion picture herald, Jan. 9, 1960, p.53) © 9Jan60; KK152795.

Refreshment to fit your needs. Vending and dispensing equipment. (In Inplant food management, June 1960, p.12) © 25Jun60; KK153778.

Shop refreshed with ice-cold king size Coke. (In The Sparta ishmaelite, May 12, 1960) © 5May60; KK152539.

Temperature down, sales up. (In Box-office, Mar. 7, 1960, the modern theatre section, p.2 of cover) © 7Mar60; KK152801.

Thirst high, king size Coke. Popcorn scene. Appl. author: McCann-Erickson, Inc. © 10Oct60; KK154401.

- Trade up to higher profits with these two big plusmanship promotions. Float with Coke; Coke and burger. (In Drive-in management, June 1960) © 1Jun60; KK153774.
- Zing; swing out for Coke; what a refreshing new feeling you get from Coke. Couple in swing. (In The New Yorker, Sept. 3, 1960) Appl. author: McCann-Erickson, Inc. © 1Sep60; KK155668.
- COLE OF CALIFORNIA. ©**
You will make a journey to the Cole opening. Beachwear. (In Women's wear daily, Aug. 31, 1960, section 2, p.6-7) Appl. author: Doyle Dane Bernbach, Inc. © 31Aug60; KK153703.
- COLEMAN, O. D. ©**
Know your Bible; Sunday School helps. © 24Oct60; KK155821.
- COLGATE-PALMOLIVE CO. ©**
It's here, the new Colgate toothbrush. (In Roanoke world-news, June 8, 1960, p.14) Appl. author: Ted Bates & Co., Inc. © 8Jun60; KK152728.
- Nature created 3 types of skin ... Colgate created Choice, a new beauty soap in 3 formulas for the 3 different types of skin. (In Richmond times-dispatch, July 12, 1960, p.17) Appl. author: Ted Bates & Co., Inc. © 12Jul60; KK152727.
- Stop bad breath with Colgate, fight tooth decay all day. Boy & girl bowling. (In Life, Sept. 28, 1959, p.112) Appl. author: Ted Bates & Co., Inc. © 24Sep59; KK152452.
- COLIN HALL CLOTHES, LTD. ©**
His Majesty's Choice; suits. Petrocelli clothes. Appl. author: Will Kaplan Advertising. © 15Sep60; KK154447.
- COLLEGE INN FOOD PRODUCTS CORP. ©**
Beef broth. Net contents 1 qt. 15 fl. oz. © 25Feb60; KK153934.
- Chicken a la king. Net weight 10 1/2 oz. © 17Feb60; KK153930.
- Chicken broth. Net contents 1 qt. 15 fl. oz. © 30Mar60; KK153933.
- Chicken gravy. Net weight 10 1/2 oz. © 12Aug60; KK153935.
- Chili beans in chili gravy; meatless. Net weight 15 1/2 oz. © 17Feb60; KK153931.
- Chili con carne; with meat. Net weight 3 lbs. 4 oz. © 17Feb60; KK153936.
- Cook 'em with flavor, not water. Chicken broth. (In Philadelphia evening bulletin) © College Inn, accepted alternative designation of College Inn Food Products Corp.; 29Jun60; KK155595.
- Fricassee chicken. Net weight 15 1/4 oz. © 2Mar60; KK153928.
- Spanish rice; meatless. Net weight 15 oz. © 11Apr60; KK153932.
- Whole chicken without giblets. Net weight 4 lbs. © 30Mar60; KK153929.
- COLLINS, HAROLD DEAN.**
Holiday greetings; greetings of the season. The Prestige Press. The Inn & 5 other Christmas greetings. © Harold Collins (in notice: H. D. C.); 13Jun60; KK152347.
- COLONNA, JOHN LOUIS.**
Tony, Joe and Irving with the new dance sensation, the duck walk. © Johnny Colonna & M. Motola; 6May60; KK151601.
- COMMONWEALTH EDISON - PUBLIC SERVICE CO.**
SEE Commonwealth Edison Co.
- COMMONWEALTH EDISON CO.**
Electric heat ideal for a young family, says Mrs. J. K. Cottingham, Hinsdale, Ill. Endorsed by Mrs. Reuben Weinak & others. (In Chicago daily tribune, Apr. 5, 1960, pt.5, p.3) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 5Apr60; KK154377.
- How pellets produce nuclear power at Dresden. (In Chicago daily news, Oct. 8, 1960, p.19) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 8Oct60; KK154921.
- It's 10' cooler when you cook in a flameless electric kitchen. (In Chicago Sunday tribune magazine, Sept. 18, 1960, p.28) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 18Sep60; KK154383.
- The modern miracle of electric heating. In your next home, will you have hot-n-cold heat or gentle, even heat? (In Chicago daily tribune, Apr. 23, 1960, pt.1, p.5) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 23Apr60; KK154379.
- Today it's electric cooking for 2 out of 3 new apartments. 64% of Chicago's newest, most modern apartments have modern electric ranges. (In Chicago daily tribune, May 31, 1960, pt.2, p.6-7) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 31May60; KK154382.
- What can you buy for a penny today? 16 eggs fried the electric way. (In Chicago life (Chicago daily news), Mar. 26, 1960, p.17) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 26Mar60; KK154376.
- What can you do with a penny today? Toast 18 slices the electric way. (In Chicago life (Chicago daily news), Apr. 9, 1960, p.13) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 9Apr60; KK154378.
- What can you do with pennies today? Broil 4 steaks the electric way. (In Chicago life (Chicago daily news), May 28, 1960, p.5) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 28May60; KK154380.
- You know you need a dryer, and here's why you'll be happier with an electric. Clothes dry cleanest in fume-free electric dryers. (In Chicago daily tribune, Feb. 16, 1959, pt.3, p.10) © Commonwealth Edison Co. otherwise k.a. Commonwealth Edison - Public Service Co.; 16Feb59; KK154381.
- COMPTON, ARTHUR H.**
Should your child be a physicist? SEE New York Life Insurance Co.
- COMPTONE CO., LTD. ©**
Protex, guaranteed safe lenses, dazzling collection of French style sunglasses. Appl. author: Leo Bernstein. © 30Oct60; KK155129.
- Protex sunglasses; guaranteed safe lens, protects your eyes the year 'round. Appl. author: Leo Bernstein. © 30Oct60; KK154795.
- Sunglasses 1961; leaders in style, quality, value. Appl. author: Leo Bernstein. © 30Oct60; KK154793.
- VueMor gradation sunglasses. Appl. author: Leo Bernstein. © 30Oct60; KK154794.
- CONDE NAST PUBLICATIONS, INC. ©**
Now in one package: the richest concentrate of consumer purchasing power in the world of big circulation media. The Conde Nast Group; magazines. (In Standard rate and data, Aug. 27, 1960, p.116) Appl. author: James F. Graham. © 22Aug60; KK153751.
- CONGOLEUM-NAIRN, INC. ©**
Add a new selling spark, Ultima linoleum with vinyl. (In House & home, Feb. 1960, p.2 of cover) Appl. author: Russel M. Seeds Co., Inc. © 28Jan60; KK153181.
- Brightest low-cost sales aid, Sparklewood vinyl asbestos tile. (In NAHB journal of homebuilding, Feb. 1960, p.2 of cover) Appl. author: Russel M. Seeds Co., Inc. © 28Jan60; KK153185.
- Hacienda selected by C. Eugene Stephenson, Fellow, A. I. D., for his own studio; luxury tufted rugs and carpets, Loomweve. (In Floor covering weekly) © 5Dec60; KK155468.
- I won't need the town car, I'd rather walk on my Loomweve carpet. (In Floor covering weekly, Nov. 14, 1960, p.5) © 14Nov60; KK155469.
- Sell in high style with Cosmopolitan vinyl flooring. (In House & home, June 1960, p.2 of cover) Appl. author: Russel M. Seeds Co., Inc. © 28May60; KK153184.
- Sell with the newest glamour, Concept '70 vinyl flooring. (In American builder, Feb. 1960, p.3 of cover) Appl. author: Russel M. Seeds Co., Inc. © 28Jan60; KK153182.
- Starflash your floors with sparkling metallic magic. (In The American home, Aug. 1960, p.3 of cover) Appl. author: Russel M. Seeds, Inc. © 28Jul60; KK153183.
- There's a better way to catch customers. A mousetrap won't do it; it takes Loomweve's spectacular values to stop a shopper dead in her tracks. Luxury-tufted rugs and carpets. (In Floor covering weekly, Oct. 10, 1960, p.5) © 10Oct60; KK154465.
- There's a better way to catch customers. Loomweve gives you values in qualities designed to bag prospects and capture the lion's share of all the carpeting business in your area. (In Floor covering weekly) © 17Oct60; KK154655.
- There's a better way to catch customers. With Loomweve you snare customers for keeps; luxury-tufted rugs and carpets. (In Floor covering weekly, Oct. 3, 1960, p.5) © 30Oct60; KK154768.
- There's a better way to catch customers. You don't run with the pack, you just advertise Loomweve's amazing values; luxury-tufted rugs and carpets. (In Floor covering weekly) © 26Sep60; KK154342.
- There's a better way to catch customers because Loomweve attracts customers with the lure of ... popular price ranges. Luxury-tufted rugs and carpets. (In Floor covering weekly) © 19Sep60; KK154198.
- Wow, you hear about it everywhere, and with the new Loomweve luxury-tufted carpets, you've got it made. (In Floor covering weekly) © 12Sep60; KK153940.
- CONN CORP. ©**
Curt Guckert. Band instruments. Appl. author: Juhl Advertising Agency. © 3Sep59; KK153196.
- Dynalevel, the guiding light for music departments; new instrument that transforms the loudness of sound into light. Stroboconn & 2 other electronic instruction aids. © 6Jul60; KK152985.
- CONRAD, ERNEST R.**
Letters from our customers tell of their complete satisfaction with the Klee-Kwiks. Bingo equipment. © Ernest "Con" Conrad; 1Jun60; KK152462.

CONRAD, ERNEST R.-Con.

Put a bigger zing in your Bingo with Zingo. © Ernest "Con" Conrad; 1Jul60; KKI52461.

CONSOLIDATED FOOD SERVICE. ©

Can your super market match this? © 22Jun60; KKI52576.

CONSOLIDATED FOODS CORP. ©

First Lady chocolate ice cream. One-half gallon liquid. Manufacturer: Ferguson-Lander Box Co. © 9Sep60; KKI54585.

CONTINENTAL BAKING CO., INC. ©

Better brown 'n serve rolls come to town; Wonder brown 'n serve enriched rolls. (In The Louisville times, Oct. 25, 1960, section 2, p.5) Appl. author: Ted Bates & Co., Inc. © 25Oct60; KKI55768.

Big new bread in town; new super size County Fair enriched bread. (In Seattle post intelligencer, Mar. 31, 1960, p.9) Appl. author: Ted Bates & Co., Inc. © 31Mar60; KKI55640.

Bigger and better for your family; Wonder sandwich bread in the new family size. (In The Evening bulletin, Philadelphia, Feb. 4, 1960, p.621) Appl. author: Ted Bates & Co., Inc. © 4Feb60; KKI55749.

Compared with average of 7 of nation's leading white enriched loaves, you get twice the complete protein at 35% less cost in Staff bread. (In Times, Hammond, Ind., Oct. 20, 1960) Appl. author: Ted Bates & Co., Inc. © 20Oct60; KKI55767.

Continental brings you finer products through finer research; today's fresh and tender Wonder bread, today's delicious Hostess cakes. (In Chillicothe, O. gazette, Feb. 29, 1960, p.4) Appl. author: Ted Bates & Co., Inc. © 29Feb60; KKI55751.

Double milk proteins, double milk minerals; yes, 100% more than ever before in new Wonder enriched bread. (Double milk protects) (In Oceanside blade tribune, Apr. 7, 1960, p.3) Appl. author: Ted Bates & Co., Inc. © 7Apr60; KKI55639.

Double milk proteins, double milk minerals; yes, 100% more than ever before in new Wonder enriched bread. (In The Minneapolis star, Feb. 25, 1960, p.9C) Appl. author: Ted Bates & Co., Inc. © 25Feb60; KKI55750.

Double milk proteins, double milk minerals; yes, 100% more than ever before in new Wonder enriched sandwich bread. (In The Wichita Eagle, May 5, 1960, p.6C) Appl. author: Ted Bates & Co., Inc. © 5May60; KKI55755.

Double milk proteins, double milk minerals; get 100% more than ever before in Wonder enriched bread. (In St. Louis globe-democrat, Sept. 29, 1960, p.7C) Appl. author: Ted Bates & Co., Inc. © 29Sep60; KKI55763.

Double milk proteins, double milk minerals; yes, 100% more than before in Wonder enriched bread. (In The Minneapolis star, Oct. 27, 1960, p.17B) Appl. author: Ted Bates & Co., Inc. © 27Oct60; KKI55769.

Exciting new breakfast bread; Dutch Crunch. (In Columbus, Ohio - Dispatch, June 7, 1960) Appl. author: Ted Bates & Co., Inc. © 7Jun60; KKI55758.

Famous Wonder bread comes to town. (In Fort Worth star-telegram, Mar. 14, 1960, p.8-9) Appl. author: Ted Bates & Co., Inc. © 14Mar60; KKI55642.

Free, two loaves of Wonder sandwich bread, if you find one slice with a hole in it. Wonder Twist sandwich bread. (In The Dallas morning news, Sept. 29, 1960, section 5, p.15) Appl. author: Ted Bates & Co., Inc. © 29Sep60; KKI55764.

Fresh, fresh, fresh Country Style

Wonder bread now comes in new miracle Wonderplast; seals in all that down-on-the-farm goodness. (In Cincinnati post & times star, May 12, 1960, p.24) Appl. author: Ted Bates & Co., Inc. © 12May60; KKI55636.

Fresh, fresh, fresh Wonder bread now comes in new miracle Wonderplast; preferred 4 to 1 for freshness and flavor. (In Post & times-star, Cincinnati, May 5, 1960, p.22) Appl. author: Ted Bates & Co., Inc. © 5May60; KKI55638.

Here's a new kind of bread; Wonder Magic Mix enriched bread. (In Lincoln evening journal and Nebraska state journal, Apr. 5, 1960, p.6) Appl. author: Ted Bates & Co., Inc. © 5Apr60; KKI55760.

How to outwit your appetite; Profile special formula bread. (In Spokane daily chronicle, Sept. 14, 1960, p.44) Appl. author: Ted Bates & Co., Inc. © 14Sep60; KKI55762.

It's tailor-made for sandwiches; Wonder thin sliced sandwich bread. (In Day, New London, Conn., Mar. 24, 1960) Appl. author: Ted Bates & Co., Inc. © 24Mar60; KKI55754.

Jane Martin sliced fruit cake. Appl. author: Dick Gaeth. © 20Sep60; KKI54373.

New, new; big Wonder bread. (In Press, Middletown, Conn., Mar. 24, 1960) Appl. author: Ted Bates & Co., Inc. © 24Mar60; KKI55753.

New, Wonder enriched bread now made with double milk. (In Oceanside blade tribune, Mar. 3, 1960, p.3) Appl. author: Ted Bates & Co., Inc. © 3Mar60; KKI55641.

Only Hostess could make an English muffin 4 ways better. (In Holyoke (Mass.) transcript-telegram, June 9, 1960, p.22) Appl. author: Ted Bates & Co., Inc. © 9Jun60; KKI55761.

So soft, so lively fresh, so loaded with nutrition; Wonder square sliced sandwich bread. (In The Steubenville herald-star, Oct. 13, 1960, p.35) Appl. author: Ted Bates & Co., Inc. © 13Oct60; KKI55765.

Tastes like a picnic, nourishes like a dinner; Wonder bun lunch. (In Detroit news, May 26, 1960, p.7D) Appl. author: Ted Bates & Co., Inc. © 26May60; KKI55637.

Tastes like a picnic, nourishes like a dinner; Wonder roll lunch. Enriched rolls. (In Times, Hartford, May 26, 1960) Appl. author: Ted Bates & Co., Inc. © 26May60; KKI55757.

We put together the world's most delicious English muffin, then tore it apart; new Hostess English muffins. (In Holyoke (Mass.) transcript-telegram, June 7, 1960, p.21) Appl. author: Ted Bates & Co., Inc. © 7Jun60; KKI55759.

Wow, it's a wonderburger; the secret is Wonder enriched buns made with buttermilk. (In Town talk, Alexandria, La., May 26, 1960) Appl. author: Ted Bates & Co., Inc. © 26May60; KKI55756.

Yes, in every loaf of famous Wonder enriched bread, triple-triple-triple proteins. (In Colorado Springs gazette telegraph, May 17, 1960, p.6-7) Appl. author: Ted Bates & Co., Inc. © 17May60; KKI55635.

Yes, in every loaf of famous Wonder enriched sandwich bread, triple-triple-triple proteins. (In The Rock Island argus, Apr. 21, 1960, p.4-5) Appl. author: Ted Bates & Co., Inc. © 21Apr60; KKI55634.

Yes, in every loaf of new Wonder enriched bread, triple-triple-triple proteins. (In The Detroit news, Mar. 21, 1960, p.12A-13A) Appl. author: Ted Bates & Co., Inc. © 21Mar60; KKI55752.

CONTINENTAL MACHINERY CORP. ©

Yanmar diesel engines. (Series A-L) © 10Jun60; KKI53286.

Yanmar diesel engines; series NT-M. For auxiliary marine service. © 10May60; KKI53568.

CONTINENTAL OIL CO. ©

Conoco petrochemicals. Neolene 400 & other products. (In Oil, paint and drug reporter, June 6, 1960, insert) Appl. author: Benton & Bowles, Inc. © 6Jun60; KKI54505.

Fastest, easiest way to plan any driving trip; new and better for 1960, Conoco Touraide. (In The Improvement era, June 1960, p.449) Appl. author: Benton & Bowles, Inc. © 25May60; KKI54504.

Now, power without waste with Conoco's 3 great gasolines; super premium, premium, regular. (In Rock Island argus, July 20, 1960, p.19) Appl. author: Benton & Bowles, Inc. © 20Jul60; KKI54503.

On November 1st Waite Oil Company goes hottest brand going. L. S. Waite & 20 other distributors. (In Montana standard, Oct. 30, 1960, p.15) Appl. author: Benton & Bowles, Inc. © 30Oct60; KKI55266.

Only 1 overhaul in 12,800 hours of irrigation time, thanks to Conoco. Endorsed by Tom Jackson. (In The Progressive farmer, June 1960, p.27) Appl. author: Benton & Bowles, Inc. © 16May60; KKI54506.

Put your car and your cares in Conoco's hands; they get you off to a sure start. (In Life, July 18, 1960, p.80) Appl. author: Benton & Bowles, Inc. © 13Jul60; KKI54507.

Put your car and your cares in Conoco's hands; they wipe all your worries away. (In The Improvement era, July 1960, p.527) Appl. author: Benton & Bowles, Inc. © 25Jun60; KKI54501.

Step up to better dress-up with Conoco carton coatings. (In Dairy record, July 27, 1960, p.4 of cover) Appl. author: Benton & Bowles, Inc. © 27Jul60; KKI54502.

CONTINENTAL VANILLA CO. ©

The wonderful gift of the Aztec Indians; the Spaniards came for conquest and gold and found vanilla. (In The Evening times, July 28, 1960, p.2) Appl. author: Raynesford P. Bacorn. © 28Jul60; KKI54065.

CONVEYOR DIVISION, AMERICAN MONORAIL CO. SEE American Monorail Co. Conveyor Division.

COOPER (L. A.) ENTERPRISES. ©

Radio and TV bingo equipment price list; new TV electric blowers. A Kittyray production. © 19Sep60; KKI53760.

COTY, INC. ©

Incredible, first time ever, totally new compact make-up. French Flair. (In Seventeen, Oct. 1959, p.20) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Oct59; KKI54748.

The light look is here, and one liquid make-up has it; Instant Beauty. (In Ladies' home journal, Oct. 1959, p.177) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Sep59; KKI54749.

A reckless rose on a midnight spree and oh, what a color it turns out to be; French Flair. Coty 24 lipstick; Super Sheen nail polish. (In Ladies' home journal, Oct. 1959) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 29Sep59; KKI54747.

COWAN-CAMPBELL PAINT CO. ©

Step up the ladder with C and C paints. (In The Ballard tribune, June 23, 1960, p.2) © 23Jun60; KK152312.

CRACKER JACK CO. ©

Angelus marshmallows. Net weight 10 oz. © 3Aug60; KK153506.
Campfire full size marshmallows. 48 marshmallows. 12 oz. net. © 5Dec60; KK155880.
Campfire marshmallows. New, recipe-size miniatures. Net wt. 6 1/4 oz. © 10Oct60; KK154827.
Campfire 16 marshmallows. 1/4 lb. net. © 23Aug60; KK153715.
Candied popcorn and peanuts. Net wt. 1 3/8 oz. © 24Oct60; KK154879.

CRAMER-KRASSELT CO. ©

8 great posters for banks; CK series 300. © 31Aug60; KK153606.
Line drawings of C-K poster illustrations; series 300. Available to banks using C-K outdoor posters. (Design 301-308) © 31Aug60; KK154113.

CRAWFORD MANUFACTURING CO., INC. ©

Aqua-Jack 1961 marine textile accessories; yoke-type vests & other water sports assortments. Appl. author: James C. Garner. NM: new material. © 31Aug60; KK154331.

CRAZY CARD CO. SEE Damon, James William T.

CRAZY GREETING CARDS. SEE Damon, James William T.

CRESCENT DEVELOPMENT CO. ©

Umpire Roy Gab says play ball; complete baseball game self-storing. Appl. states prev. reg. KK149911. NM: revision. © 14Oct60; KK155603.

CRESTLINE DIVISION, CAL-DAK CO. SEE Cal-Dak Co. Crestline Division.

CROCKER-ANGLO NATIONAL BANK. ©

A Crocker-Anglo checking account means more time for recreation. (In San Mateo times, Sept. 12, 1960, p.4) Appl. author: J. Walter Thompson Co. © 12Sep60; KK154627.
A Crocker-Anglo savings account is a college education. (In San Francisco news-call bulletin, Sept. 26, 1960, p.5) Appl. author: J. Walter Thompson Co. © 26Sep60; KK154224.
Make tracks for your nearest Crocker-Anglo Bank and join our Christmas club. (In The Fresno bee, Nov. 7, 1960, p.16A) Appl. author: J. Walter Thompson Co. © 7Nov60; KK155348.

CROSS-OUT ADVERTISING CO., INC. ©

Picture game. Play this card against game no.1 only, published September 18, 1960. [Forest tower & 24 other pictures] NM: changes & revisions. © 14Sep60; KK155289.
Picture game. Play this card against game no.1 only, published September 18, 1960. [Skier making jump & 24 other pictures] NM: changes & revisions. © 14Sep60; KK155288.
Play Cross-Out game no.1 with card attached; Speedway 79. (In The Detroit news TV magazine) NM: revision. © 14Sep60; KK155029.

CROWN SOAP CO. ©

Increased production, lower unit costs, greater profits. Absent employees do not produce. Germex. © 27Dec60; KK155967.

Increased production, lower unit costs, greater profits. Idle machines do not produce. Germex. © 27Dec60; KK155968.

CROWN ZELLERBACH CORP. ©

Blackeye peas; no.1113 stock vignette. Glosseal. © 22Aug60; KK153734.
Broccoli cuts; no.1139 stock vignette. Glosseal. © 22Aug60; KK153736.
Broccoli spears; no.1138 stock vignette. Glosseal. © 16Sep60; KK153977.
Cauliflower; no.1142 stock vignette. Glosseal. © 22Aug60; KK153738.
Chopped broccoli; no.1140 stock vignette. Glosseal. © 22Aug60; KK153737.
Chopped spinach; no.1101 stock vignette. Glosseal. © 22Aug60; KK153732.
Cut corn; no.1119 stock vignette. Glosseal. © 22Aug60; KK153735.
Cut green beans; no.1117 stock vignette. Glosseal. © 16Sep60; KK153974.
Cut okra; no.1122 stock vignette. Glosseal. © 16Sep60; KK153978.
French cut green beans; no.1118 stock vignette. Glosseal. © 16Sep60; KK153975.
Green peas; no.1112 stock vignette. Glosseal. © 22Aug60; KK153733.
Italian green beans; no.1158 stock vignette. Glosseal. © 22Aug60; KK153740.
Keep clean to look your best; soap. © 26Sep60; KK154143.
Leaf spinach, no.1100 stock vignette. Glosseal. © 22Aug60; KK153731.
Peas and carrots; no.1134 stock vignette. Glosseal. © 16Sep60; KK153980.
Red raspberries; no.924 stock vignette. Glosseal. © 22Aug60; KK153730.
Thanks. © 26Sep60; KK154144.
Turnip greens; no.1143 stock vignette. Glosseal. © 22Aug60; KK153739.
Whole baby okra; no.1121 stock vignette. Glosseal. © 16Sep60; KK153979.
Whole green beans; no.1166 stock vignette. Glosseal. © 16Sep60; KK153976.
Zee clear waxed sandwich bags. 30 large bags. © Crown Zellerbach; 28May58; KK152330.
Zee 4 roll family-pak; April yellow. Toilet tissue. Each roll 650 sheets, size 4 1/2 x 4 1/2 inches. © Crown Zellerbach; 15Jan60; KK152329.

CUENCA, EDWARD.

Tap-Grab-N-Snap automatic letter opener. SEE Nassar, Frederick.

CUMMINS, IVA. ©

Game of fortune; playing card. © 1Jul60; KK152915.

CURCIO, VINCENT. ©

Columbus messenger service. © 20May60; KK152508.

CUSTOMS CONSULTANTS. ©

Comprehensive guide, United States government import-export forms. Prepared by William S. Harma. © 13Sep60; KK154433.

D

DK MANUFACTURING CO. COBRA METAL HOSE DIVISION.

Bronze flexible metal; factory tested pump connectors with installation guide line and hydronic flex couplers. Model KSNN & other connectors & couplers. Catalog price list PC77, effective Dec. 1, 1960. Appl. author: Hanson & Stevens, Inc. © Cobra Metal Hose (in notice: Cobra Metal Hose Div. of DK Mfg. Co.); 25Nov60; KK155259.

New in copper; for the first time ... Form-A-Line flexible metal connectors and nipples for installing hydronic systems. Effective Nov. 11, 1960. (Catalog HC88) Appl. author: Hanson & Stevens, Inc. © Cobra Metal Hose, div. of D. K. Manufacturing Co.; 25Oct60; KK155421.

D. L. C. A., INC. SEE Dairywomen's League Cooperative Assn., Inc.

DAGO PRODUCTS, INC. ©

Shower soap holder. (Item no.560) Appl. author: David Cohen. © 11Apr60; KK155170.

DAIRY QUEEN NATIONAL DEVELOPMENT CO. ©

Dairy Queen. (Banana split) (Item no.JC-14-60) Appl. author: Paul D. Graning. © 15Jan60; KK155157.
Dairy Queen. (Blackberry fruit) (Item no.SP-401-60) Appl. author: Paul D. Graning. © 1Jan60; KK155152.
Dairy Queen. (Butter pecan sundae) (Item no.JC-7-60) Appl. author: Paul D. Graning. © 15Jan60; KK155167.
Dairy Queen. (Coconut isle sundae) (Item no.JC-16-60) Appl. author: Paul D. Graning. © 15Jan60; KK155161.
Dairy Queen. (Giant Dairy Queen banana sundae) (Item no.JC-13-60) Appl. author: Paul D. Graning. © 15Jan60; KK155164.
Dairy Queen. (Giant Dairy Queen float) (Item no.JC-8-60) Appl. author: Paul D. Graning. © 15Jan60; KK155156.
Dairy Queen. (Giant Dairy Queen hot fudge sundae) (Item no.JC-10-60) Appl. author: Paul D. Graning. © 15Jan60; KK155160.
Dairy Queen. (Giant Dairy Queen pineapple sundae) (Item no.JC-5-60) Appl. author: Paul D. Graning. © 15Jan60; KK155165.
Dairy Queen. (Giant strawberry shake) (Item no.JC-9-60) Appl. author: Paul D. Graning. © 15Jan60; KK155155.
Dairy Queen. (Peach sundae) (Item no.JC-6-60) Appl. author: Paul D. Graning. © 15Jan60; KK155162.
Dairy Queen. (Red raspberry sundae) (Item no.JC-4-60) Appl. author: Paul D. Graning. © 15Jan60; KK155168.
Dairy Queen. (Strawberry sundae) (Item no.JC-11-60) Appl. author: Paul D. Graning. © 15Jan60; KK155163.
Dairy Queen. (Wild mountain blackberry sundae) (Item no.JC-1-60) Appl. author: Paul D. Graning. © 15Jan60; KK155166.
Delicious Dairy Queen makes every day a happy holiday. (In Holiday, June 1960, p.184) Appl. author: Paul D. Graning. © 1Jun60; KK155747.
Dilly bar. (Item no.JC-15-60) Appl. author: Paul D. Graning. © 15Jan60; KK155153.
Parfait glass sundae. (Item no.JC-3-60) Appl. author: Paul D. Graning. © 15Jan60; KK155159.
Plastic parfait. (Item no.JC-17-60) Appl. author: Paul D. Graning. © 15Jan60; KK155169.
Strawberry shortcake. (Item no.JC-12-60) Appl. author: Paul D. Graning. © 15Jan60; KK155158.
We pack all Dairy Queen products to take home. (Item no.MM-506-60) Appl. author: Paul D. Graning. © 15Jan60; KK155154.

DAIRYMEN'S LEAGUE COOPERATIVE ASSN., INC. ©

Miss Dairyalea deluxe ice cream. One pint liquid. Appl. author: Raymond F. Peasback. © 6Jun60; KK153267.

DAIRYPAK BUTLER, INC. ©

Bonded smooth ice cream; Neapolitan.
Handy-Serv. Terr. des. 1041. Half
gallon liquid. © 25Nov60; KK155552.

D'ALBERT (JEAN) DIVISION. ©

The exciting, igniting world of
Casaque. Parfum. (In Beauty
fashion, Oct. 1960, p.11)
© 15Sep60; KK154408.

DALTON FILM CO. ©

Dalton that got away. The Dalton
family presents for the first time
the action packed true Dalton story.
© 31Oct60; KK155026.

DAMON, JAMES WILLIAM T.

Crazy Greeting Cards. Congratulations
for the following & other cards.
© William Damon, owner of Crazy Card
Co., Mad Card Co., Crazy Greeting
Cards; 13Feb60; KK154209.

DANBY FARM.

Another note from Patton's Barbara L.
Danby Farm has plenty of visitors
on these long vacation days, and
while the ponies come in for their
share of attention, it's the donkey
babies that entrance the youngest
visitors. (In The Western horseman,
Oct. 1960, p.26) © Danby Farm,
solely owned by Daniel & Beatrice
Langfeld; 25Sep60; KK154593.

Another note from Patton's Barbara L.
For a number of years the Langfelds
of Danby Farm have known exactly
what they wanted from their breeding
program. (In The Western horseman,
July 1960, p.79) © Danby Farm,
solely owned by Daniel & Beatrice
Langfeld; 25Jun60; KK152932.

Another note from Patton's Barbara L.
Here's a pasture scene from Danby
Farm where I live. (In The Western
horseman, June 1960, p.77) © Danby
Farm, solely owned by Daniel &
Beatrice Langfeld; 25May60; KK152621.

Another note from Patton's Barbara L.
I finally consented to let Bones go
out traveling with the other show
ponies and I'm very glad I did. (In
The Western horseman, Sept. 1960,
p.103) © Danby Farm, solely owned by
Daniel Langfeld & Beatrice Langfeld;
25Aug60; KK153695.

Another note from Patton's Barbara L.
We have all been wondering about the
many inquiries we received. (In The
Western horseman, Aug. 1960, p.23)
© Danby Farm, solely owned by Daniel
& Beatrice Langfeld; 25Jul60;
KK152995.

Shetland ponies of distinction.
Patton L. 22400. (In The Western
horseman, Nov. 1960, p.45) © Danby
Farm, solely owned by Daniel Langfeld
& Beatrice Langfeld; 25Oct60;
KK155504.

DANIEL (JACK) DISTILLERY.

At Jack Daniel's distillery, nearly a
century's tradition of employing a
Tennessee whiskey maker's skill and
an ancient Tennessee process, ac-
counts for the rare sippin' quality
in every bottle; Old no.7. (In The
Daily sentinel, June 6, 1960, p.5)
Appl. author: William Weston.
© Jack Daniel Distillery, Lem Motlow,
Prop., Inc.; 6Jun60; KK154492.

At Jack Daniel's, the country's oldest
registered distillery, we still make
our whiskey the old Tennessee way.
Old no.7. (In The Daily sentinel,
Oct. 17, 1960, p.10) Appl. author:
William Weston. © Jack Daniel Dis-
tillery, Lem Motlow, Prop., Inc.;
17Oct60; KK155481.

Chips still fly in the hollow, for we
make our own charcoal to properly
smooth out Jack Daniel's Tennessee
whiskey; Old no.7. (In Honolulu
star bulletin, Aug. 8, 1960, p.19)
Appl. author: William Weston.
© Jack Daniel Distillery, Lem Motlow,
Prop., Inc.; 8Aug60; KK155079.

Even some of Jack Daniel's best friends
don't know this secret. Old no.7.
(In Los Angeles herald & express,
May 3, 1960, p.C-3) Appl. author:
William Weston. © Jack Daniel
Distillery, Lem Motlow, Prop., Inc.;
3May60; KK152748.

In the hollow we keep Jack Daniel's
tradition of producing handmade-
quality whiskey; Old no.7. (In The
Daily sentinel, Sept. 12, 1960,
p.11) Appl. author: William Weston.
© Jack Daniel Distillery, Lem Motlow,
Prop., Inc.; 12Sep60; KK154923.

Jack Daniel still guides the making
of his Tennessee sippin' whiskey;
Old no.7. (In Colorado Springs
gazette telegraph, July 18, 1960,
p.11) Appl. author: William Weston.
© Jack Daniel Distillery, Lem Motlow,
Prop., Inc.; 18Jul60; KK154489.

Jack Daniel's spring of cool and iron-
free water, the best of our neigh-
bors' grains, an ancient Tennessee
art, and lots of patience make Jack
Daniel's a rare sippin' whiskey;
Old No.7. (In The Daily sentinel,
July 18, 1960, p.10) Appl. author:
William Weston. © Jack Daniel
Distillery, Lem Motlow, Prop., Inc.;
18Jul60; KK154893.

Labeling day at Jack Daniel's brings
Lynchburg ladies to the Hollow for
pin money and a friendly get-to-
gether. Old no.7. (In Time,
Oct. 3, 1960, p.37) Appl. author:
William Weston. © Jack Daniel
Distillery, Lem Motlow, Prop., Inc.;
28Sep60; KK154636.

Leaves turning here in the hollow.
Old no.7. (In Time, Nov. 28, 1960,
p.2 of cover) Appl. author: William
Weston. © Jack Daniel Distillery,
Lem Motlow, Prop., Inc.; 26Nov60;
KK155987.

Many thanks to you and your customers
for your patience during the short-
age of Jack Daniel's whiskey; Old
no.7. (In Club management, Dec.
1960, p.12) Appl. author: William
Weston. © Jack Daniel Distillery,
Lem Motlow, Prop., Inc.; 1Dec60;
KK155988.

Marked for Jack Daniel's, this Tennes-
see whiskey tree will help gentle
our whiskey; Old no.7. (In Harper's
magazine, May 1960, p.23) Appl. au-
thor: William Weston. © Jack Daniel
Distillery, Lem Motlow, Prop., Inc.;
1May60; KK152722.

Once watchdogs for whiskey makers,
guinea hens now help remind us to
keep making Jack Daniel's the an-
cient Tennessee way; Old No.7.
(In Honolulu star bulletin, June 27,
1960, p.19) Appl. author: William
Weston. © Jack Daniel Distillery,
Lem Motlow, Prop., Inc.; 27Jun60;
KK154880.

A Tennessee watermelon cooler flowing
year-round at a constant 56° is one
of the things that make Jack
Daniel's sippin' smooth; Old no.7.
(In Newsweek, May 30, 1960, p.17)
Appl. author: William Weston.
© Jack Daniel Distillery, Lem Mot-
low, Prop., Inc.; 25May60; KK153064.

To our good friends who sometimes
can't get Jack Daniel's: We'd rather
ask your patience than lose your
respect for Jack Daniel's whiskey.
Old no.7. (In The Cincinnati en-
quirer, May 12, 1960, p.2-D) Appl.
author: Robert De Havilland.
© Jack Daniel Distillery, Lem Motlow,
Prop., Inc.; 12May60; KK152747.

You can tell your customers that we're
still holding true to Jack Daniel's
vow; Old no.7. (In Club management,
Oct. 1960, p.8) Appl. author:
William Weston. © Jack Daniel
Distillery, Lem Motlow, Prop., Inc.;
1Oct60; KK154632.

DAY-BRITE LIGHTING, INC. ©

Fairview; announcing a new dimension
in lighting, the Fairview IV.
© 15Dec60; KK155875.

Fairview IV. Cleartex plastic en-
closures. Section 10, sheet 36-A.
Sept. 1960. © 1Sep60; KK154721.

Luvex-2FG. Section 10, sheet 45.
Oct. 1960. © 10Oct60; KK154722.

Offices, stores modernize, relight
with the Fairview. (Form OD-1044-A)
Appl. author: Day-Brite Lighting,
Inc., employer for hire of E. N.
Picker. © 1Jun60; KK153600.

12" wide air diffusing Troffers with
hinged plastic enclosures; with
hinged plastic and glass enclosures.
Section 20, sheet 200-201. Nov.
1960. © 30Nov60; KK155873.

24" wide air diffusing Mobilux with
hinged plastic enclosures; with
hinged plastic and glass enclosures.
Section 20, sheet 210-211. Nov.
1960. © 30Nov60; KK155874.

DAYTON PERFORATORS, INC. ©

PUPS, proven usage punch sizes.
(Catalog and pricer, no.603) Effec-
tive Sept. 1, 1960. © 29Aug60;
KK154592.

DAZOR MANUFACTURING CORP. ©

Modern lighting levels have been
pushed 'way up. New, in regular
stock, 3-tube 15-watt Dazor floating
lamps; universal or bracket base.
(Form 843) © 24Aug60; KK153430.

DECKER, DAROLD. ©

Exciting, interesting, new, yours for
1961; Love Letters, a new & different
kind of snapdragon. (In Seed world,
July 8, 1960, p.21) © 8Jul60;
KK152495.

DEE (PHYLLIS) INC. ©

Jordan Marsh, Florida flair fashions;
veiled siren. (In The Miami herald,
Nov. 7, 1960) © 7Nov60; KK155510.

DEFIANCE CALENDAR CO., INC.

Keep ahead of time, year after year
SEE Clark (Keith) Inc.

DELAMERE CO., INC. ©

Easy instructions. 1, set hair to
give body; curls should be formed in
one direction. Beehive. © 15Jul60;
KK154036.

For a hair set that lasts days longer,
Goody Wet and Set treated curl
papers with the magic curl-setting
ingredient. 100 papers. (Item
no.259) NM: revision & additions.
© 11Nov60; KK155188.

Goody beehive foundation; now you can
make the stylish beehive hairdo at
home. (Item no.336) © 15Jul60;
© KK154037.

DELCO PRODUCTS DIVISION, GENERAL MOTORS CORP. SEE General Motors Corp.

Delco Products Division.

DELLA-CAMERA, JOHANNA. ©

The pizza three. © 21Jul60; KK155904.

DELTA AIR LINES, INC. ©

Delta presents the Convair 880, world's
fastest jetliner. Appl. author:
B. D. Adams. © 4May60; KK152938.

DELTA BRUSH MANUFACTURING CORP. ©

Make it a present of creative fun,
give an exciting art gift. The
Executive fitted oil sketch box &
other painting sets. (Gift folder
XS 105) © 15Aug60; KK153824.

DENTAL CORP. OF AMERICA. ©

Your Elf. Elf, the abbreviation for elastic laminated finisher ... will put the finishing touches on the straightening of your teeth. Prepared by Tuckscher/Nathanson Associates. © 25Apr60; KKI52542.

DENTISTS' SUPPLY CO. OF NEW YORK. ©

The moulds and dimensions of Trubyte Bioblend multi-blended vacuum-fired porcelain anteriors. Appl. author: Alan Jones Davis. © 12Sep60; KKI53678.

DESCHNER CO. ©

Drill-Demon, hydraulic feed control for drill presses. (Bulletin no.DD7) Appl. author: Richard E. Deschner. © 8Aug60; KKI53381.

DETROIT STEEL CORP. ©

Are you a brite wire fabricator? Your first LPR will prove how much time and money you save with long production run coils. (In The Detroit purchaser, Aug. 1960, p.23) Appl. author: Simons-Michelson Co. © 10Aug60; KKI53425.

Brite wire fabricators report these savings from DSC-Portsmouth long production run; LPR coils. [Huge bundle of coils, stacked & heaped coils] (In The Detroit purchaser, Oct. 1960, p.27) Appl. author: Simons-Michelson Co. © 10Oct60; KKI55004.

Brite wire fabricators report these savings from DSC-Portsmouth long production run; LPR coils. (In The Detroit purchaser, Sept. 1960, p.29) Appl. author: Simons-Michelson Co. © 10Sep60; KKI53770.

DSC Accutronic strip service provides Central and Upper New York State stampers and roll-formers double source security. (In Purchaser, Oct. 1960, p.21) Appl. author: Simons-Michelson Co. © 10Oct60; KKI55006.

DSC wireworking downtime chart. DSC-Portsmouth LPR, high density long production run coils. Appl. author: Simons-Michelson Co. © 14Oct60; KKI55139.

How DSC Accutronic strip service helps stampers and roll-formers control inventory costs; AccuRay electronic gauge & AccuRay thickness recorder. (In New England purchaser, Oct. 1960, p.4) Appl. author: Simons-Michelson Co. © 5Oct60; KKI550005.

How DSC Accutronic strip service helps you hold down your stamping and roll-forming unit costs; AccuRay electronic gauge & AccuRay thickness recorder. (In Alabama purchaser, Oct. 1960) Appl. author: Simons-Michelson Co. © 15Oct60; KKI55007.

How eastern stampers and roll-formers rate DSC Accutronic strip service for source security and job performance. (In New England purchaser, Sept. 1960, p.4) Appl. author: Simons-Michelson Co. © 5Sep60; KKI53771.

How eastern strip users rate Detroit Steel for source security and job performance. (In New England purchaser, Aug. 1960, p.4) Appl. author: Simons-Michelson Co. © 5Aug60; KKI53427.

How strip users and brite wire fabricators rate Detroit Steel for source security and job performance. (In The Detroit purchaser, Oct. 1960, p.20) Appl. author: Simons-Michelson Co. © 10Oct60; KKI55003.

Mr. Brite Wire Fabricator, rid yourself of these profit pirates by switching to DSC-Portsmouth long production run LPR coils. (In The Detroit purchaser, Nov. 1960, p.11) Appl. author: Simons-Michelson Co. © 10Nov60; KKI55385.

Q/D service on Accutronic DSC high C flat CR spring steel from Detroit mill depot stock. (In The Detroit purchaser, Aug. 1960, p.63) Appl. author: Simons-Michelson Co. © 10Aug60; KKI53426.

Q/D service on DSC Accutronic high C CR spring steel from Detroit mill depot stock. (In The Detroit purchaser, Sept. 1960, p.47) Appl. author: Simons-Michelson Co. © 10Sep60; KKI53769.

Read how the Taylor-Tot people realized important savings with switch to DSC-Portsmouth LPR coils. (In The Detroit purchaser, July 1960, p.5) Appl. author: Simons-Michelson Co. © 10Jul60; KKI52843.

3 typical examples of user benefits from rolled-in properties of DSC Accutronic strip service. (In The Detroit purchaser, July 1960, p.12) Appl. author: Simons-Michelson Co. © 10Jul60; KKI52842.

DIAMOND CO. ©

Give him a handsome holiday with Diamonds. Sport shirt & other men's clothing. Appl. author: Will Kaplan Advertising. © 1Dec60; KKI55399.

DICKINSON'S, INC. ©

Save American gold, buy American made products. © 12Dec60; KKI55839.

DIE-DRAULIC GRIP, INC. ©

Better stampings at lower cost with Die-Draulic controlled die pad pressure. Model 0-1001 & other equipment. (Catalog no.106) Appl. author: C. A. Barrett. NM: additions. © 8Nov60; KKI55556.

DI GIORGIO FRUIT CORP. ©

Jolly Farmer California fruits. Appl. author: M. Albert O'Dea. © 9Jun60; KKI53230.

DISNEY (WALT) PRODUCTIONS. ©

Donald Duck. 63 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4429:29) © 28Jul60; KKI54291.

DIXIE CUP DIVISION, AMERICAN CAN CO.

SEE American Can Co. Dixie Cup Division.

DR. PEPPER CO. ©

Free, genuine Dr. Pepper bottle cap; soft drink. (In Life, Feb. 16, 1959, p.14) © 16Feb59; KKI52911.

DOLCIN CORP. ©

Arthritic, rheumatic pains. Whenever moderate pains ... occur, what you want is good fast relief; tablets. (In Parade, Aug. 28, 1960, p.19) Appl. author: Victor van der Linde Co. © 28Aug60; KKI54364.

Arthritis, rheumatism, muscular pains; Dolcin, 100 tablets. (In Baltimore news-post, Oct. 26, 1960, section 2, p.8B) Appl. author: Victor van der Linde Co. © 26Oct60; KKI54782.

Arthritis, rheumatism, muscular pains; good, fast relief. (In The evening bulletin, Philadelphia, Sept. 12, 1960, section 3, p.32) Appl. author: Victor van der Linde Co. © 12Sep60; KKI54159.

Arthritis, rheumatism, muscular pains. Maybe you've tried just about everything for moderate pains; tablets. (In The Evening bulletin, Philadelphia, Sept. 13, 1960, section A, p.44) Appl. author: Victor van der Linde Co. © 13Sep60; KKI54359.

Arthritis, rheumatism, muscular pains; maybe you've tried just about everything for moderate pains of arthritis or rheumatism ... without any luck. (In The Evening bulletin, Providence, Sept. 12, 1960, p.36) Appl. author: Victor van der Linde Co. © 12Sep60; KKI54728.

Arthritis, rheumatism, muscular pains; now get relief or get your money back. (In Oklahoma City Sunday Oklahoman Ohoahoma's orbit, Sept. 11, 1960, p.13) Appl. author: Victor van der Linde Co. © 11Sep60; KKI53847.

Arthritis, rheumatism, muscular pains; relief, relief. (In Ebony, Sept. 1960, p.112) Appl. author: Victor van der Linde Co. © 19Aug60; KKI53676.

Arthritis, rheumatism, muscular pains; rush out pain. (In Chicago daily tribune, Sept. 12, 1960, pt.3, p.4) Appl. author: Victor van der Linde Co. © 12Sep60; KKI53846.

Arthritis, rheumatism, muscular pains. Rush out pain, rush in relief; tablets. (In New York Journal-American, Sept. 20, 1960, p.17) Appl. author: Victor van der Linde Co. © 20Sep60; KKI54339.

Arthritis, rheumatism, muscular pains. Tablets. (In Oklahoma City Sunday Oklahoman Oklahoma's orbit, Sept. 18, 1960, p.17) Appl. author: Victor van der Linde Co. © 18Sep60; KKI53871.

Arthritis, rheumatism pains; good, fast relief. (In Parade, Aug. 21, 1960, p.15) Appl. author: Victor van der Linde Co. © 21Aug60; KKI53601.

Arthritis, rheumatism pains; good, fast relief. (In The Atlanta Journal and constitution magazine, Sept. 11, 1960, p.52) Appl. author: Victor van der Linde Co. © 11Sep60; KKI54038.

Arthritis, rheumatism pains; good, fast relief, that's what you want. (In Wilmington Journal-evening, Oct. 20, 1960, p.8) Appl. author: Victor van der Linde Co. © 20Oct60; KKI55423.

Arthritis, rheumatism pains; maybe you've tried just about everything to get relief. (In Family weekly, Aug. 21, 1960, p.10) Appl. author: Victor van der Linde Co. © 21Aug60; KKI53602.

Arthritis, rheumatism pains; now, get relief or get your money back. (In Family weekly, Aug. 28, 1960, p.15) Appl. author: Victor van der Linde Co. © 28Aug60; KKI54039.

Arthritis, rheumatism pains; rush out pain. (In American weekly, Aug. 21, 1960, p.12) Appl. author: Victor van der Linde Co. © 21Aug60; KKI53603.

Arthritis, rheumatism, pains; rush out pain, rush in relief. (In Daily news, New York, Sept. 13, 1960, p.40) Appl. author: Victor van der Linde Co. © 13Sep60; KKI53950.

Dolores artríticos reumáticos; cada vez que dolores moderados de artritis, reumatismo o musculares ocurren. (In El Diario de Nueva York, Sept. 13, 1960, p.9) Appl. author: Victor van der Linde Co. © 13Sep60; KKI54717.

Dolores de artritis y reumatismo; ahora usted obtiene alivio o devolvemos su dinero. (In El Diario de Nueva York, Sept. 12, 1960, p.16) Appl. author: Victor van der Linde Co. © 12Sep60; KKI54719.

Dolores de artritis y reumatismo; alivio bueno y rapido. (In El Diario de Nueva York, Sept. 15, 1960, p.8) Appl. author: Victor van der Linde Co. © 15Sep60; KKI54720.

Dolores de artritis y reumatismo; elimina el dolor alivia inmediatamente. (In El Diario de Nueva York, Sept. 14, 1960, p.10) Appl. author: Victor van der Linde Co. © 14Sep60; KKI54718.

Now, fast relief from moderate arthritis pains whenever they occur. (In Chicago daily tribune, Oct. 21, 1960, p.13) Appl. author: Victor van der Linde Co. © 21Oct60; KKI55424.

DOLCIN CORP.-Con.

Works fast to ease moderate arthritis pains whenever they occur. (In New York Journal-American, Oct. 26, 1960, p.30) Appl. author: Victor van der Linde Co. © 26Oct60; KK154737.

DOLE CORP. ©

Hawaiian pineapple creamed cottage cheese. Pract. cap. 16 fl. oz. © Dole Corp. d.b.a. Hapco; 12Oct60; KK154790.

Spiced Hawaiian pineapple chunks. Net weight 13 1/2 oz. avoird. © 1Dec60; KK155460.

DON-EL RECORD CO.

Don-El records. What am I living for. 105B. © P. Donald White t.a. Don-El Record Co.; 1Sep60; KK153808.

DONNELLEY (REUBEN H.) CORP. ©

Yorke statistical bulletin. Appl. author: Yorke Pub. Co., subsidiary of Reuben H. Donnelley Corp.

No.

3. © 3Aug60; KK153013.

4. © 29Sep60; KK154404.

DONNELLY (JOHN) & SONS. ©

Bears gotta hibernate, birds gotta fly, but all winter long people gotta buy. Outdoor advertising the Donnelly way. © 24Oct60; KK154631.

It's the big bass drum that carries the beat; most everyone knows the beat about Cott. Cott Bottling Co., Inc. (In Greater Boston business, Aug. 1960, p.21) © 15Aug60; KK153401.

Shouting the Boston 5; New England's largest savings bank uses advertising's largest medium. Outdoor advertising. (In Greater Boston business, Oct. 1960, p.27) © 1Oct60; KK155310.

Slow down and live; drive carefully, live to be a veteran driver. (In The Boston globe, Nov. 11, 1960, p.28) © 11Nov60; KK154953.

Stop & shop makes people stop and look. © 1Nov60; KK154772.

Your August buying guide. © 1Aug60; KK153400.

Your July buying guide. © 1Jul60; KK152487.

Your November buying guide. © 1Nov60; KK154771.

Your October buying guide. Outdoor advertising. © 1Oct60; KK154311.

DONNELLY ELECTRIC & MANUFACTURING CO. ©

Every sign has a meaning all its own - stop, particularly from the House of Donnelly. (In The Boston globe, June 27, 1960, p.18) © 27Jun60; KK152934.

DORMAN-WINTHROP. ©

This is the wonderful Lanerossi mill in Italy busily making reverse twist suit fabrics. (In Los Angeles times, Oct. 12, 1960, pt.1, p.20) © 12Oct60; KK154528.

DORMAN'S. ©

Hurry in before our sale ends. All we have is 6,744 suits left in stock. (In Los Angeles times, Aug. 13, 1960, pt.1, p.5) © 13Aug60; KK153452.

What in heck is a polyester? If you need a little extra time to pay, we can recommend 11,473 other very good men's stores. (In Los Angeles times, July 2, 1960, pt.1, p.5) © 2Jul60; KK153453.

DOW CHEMICAL CO. ©

Give it your best, nothing saves like Saran Wrap. (In Everywoman's family circle, July 1960, p.59) © 23Jun60; KK152294.

Protect the choice foods you buy.

Nothing saves like Saran Wrap. (In Woman's day, Nov. 1960, p.9) © 18Oct60; KK154712.

Why the woman who loves to entertain insists on Saran Wrap. (In Reader's digest, Dec. 1960, p.20) © 21Nov60; KK155526.

Why the woman who's in the know insists on Saran Wrap. (In Reader's digest, Oct. 1960, p.207) © 21Sep60; KK154083.

Why the woman who's in the swing of things insists on Saran Wrap. (In Reader's digest, July 1960, p.212) © 21Jun60; KK154711.

Why the woman who's practical insists on Saran Wrap. (In Reader's digest, June 1960, p.14) © 21May60; KK152295.

Why the woman with zest for living insists on Saran Wrap. (In Reader's digest, Nov. 1960, p.216) © 21Oct60; KK154811.

Your best deserves the best. Nothing saves like Saran Wrap; plastic food wrap. (In Woman's day, Sept. 1960, p.9) © 19Aug60; KK154084.

DOW JONES & CO., INC. ©

Ad-valuate, 1961's great challenge to advertising. The Wall Street Journal. (In Advertising age, Nov. 14, 1960, p.13) Appl. author: Theodore E. Callis. © 14Nov60; KK155175.

Are you in tune? The Wall Street Journal is alive with the sound of business. (In New York world-telegram and sun, Oct. 25, 1960, p.42) Appl. author: Theodore E. Callis. © 25Oct60; KK154789.

Big chiefs and little chiefs alike, without reservation, wisely counsel: Use the most useful one most. The Wall Street Journal. J. Carroll Naish. (In New York world-telegram and sun, Oct. 14, 1960, p.46) Appl. author: Theodore E. Callis. © 14Oct60; KK154788.

Ever wonder why the Wall Street Journal is a daily? Because every business day, the news that changes business, changes. (In Advertising age, Sept. 12, 1960, p.104-105) Appl. author: Theodore E. Callis. © 12Sep60; KK153683.

Everywhere, men who keep getting ahead in business put the Wall Street Journal way out front because every business day, the news that changes business, changes. (In Advertising age, Aug. 29, 1960, p.94-95) Appl. author: Theodore E. Callis. © 29Aug60; KK153596.

How's business is a daily question all over the U. S. A. because every business day, the news that changes business, changes. The Wall Street Journal. (In Advertising age, Aug. 15, 1960, p.76-77) Appl. author: Theodore E. Callis. © 15Aug60; KK153595.

DOWLER, W. DENT. ©

We're giving away money; free, an assortment of interesting foreign coins. By Verdugo Savings & Loan Assn. © 23Jun60; KK152868.

DRAF TOOL CO., INC. ©

Automotive, electrical and carburetor service tools catalog. (Catalog no.660) Appl. author: Herbert Sachs. © 26Aug60; KK154029.

DRAKE (GEORGE E.) BAKING CO. ©

Giant loaf white enriched bread. Net weight over 20 ozs. Appl. author: R. G. Marsh Studios. © 20Apr58; KK154340.

DREW, RALPH.

Adding color to the Rx. SEE Liberty Optical Manufacturing Co., Inc.

Let's give the Rx a chance. SEE Liberty Optical Manufacturing Co., Inc.

Whither the Rx pendulum. SEE Liberty Optical Manufacturing Co., Inc.

DRUGGISTS' SERVICE CO. ©

Let's have an old-fashioned Christmas, gifts galore. Christmas gifts by Coty & other gifts. © 6Jul60; KK153039.

DUFFIN, JOSEPHINE A. ©

10 second Camel TV spot. © 29Jul60; KK154085.

DUNCAN COFFEE CO. ©

Good taste is unmistakable. Maryland Club. (In House & garden, Oct. 1960, p.200) Appl. author: Clay Stephenson Associates, Inc. © 1Oct60; KK155110.

Only 3 to 4 cents more; Maryland Club. (In St. Paul dispatch, May 24, 1960, p.24) Appl. author: Clay Stephenson Associates, Inc. © 24May60; KK152481.

Take her out tonight and often; enjoy dining out with Maryland Club. (In The Saturday evening post, Sept. 24, 1960, p.69) Appl. author: Clay Stephenson Associates, Inc. © 24Sep60; KK154214.

We can't pretend it's magic; Maryland Club coffee. (In The Saturday evening post, Oct. 15, 1960, p.55) Appl. author: Clay Stephenson Associates, Inc. © 15Oct60; KK154524.

Who but Maryland Club could make the world's richest-tasting instant coffee? (In The Saturday evening post, Sept. 17, 1960, p.100) Appl. author: Clay Stephenson Associates, Inc. © 17Sep60; KK153763.

DUNGAN, JOHN HOWARD. ©

Arizona's Coconino Caverns. Be a cave man. © 7Sep60; KK154590.

Coconino Caverns; Fiberstone. © 7Sep60; KK154591.

DUNKIT SYSTEMS.

Like magic, this new service; Quick-Klean is the modern, complete venetian blind service. © John J. Harrison d.b.a. Dunkit Systems; 20Sep60; KK155349.

DUPLI-COLOR PRODUCTS CO., INC. ©

Quick drying Dupli-Color touch-up; brush-in-cap duplicates original car color. Contents 1 oz. (Stock no.DP-CC 69) © 1Jan46; KK152311.

DU PONT DE NEMOURS (E. I.) & CO., INC. ©

Home again Mike. FDSB-521919. Signed: Hy. Hintermeister. © 11Nov60; KK155671.

DURKEE FAMOUS FOODS. ©

What makes these donutzels so heavenly? Melvo Frying vegetable shortening. (In Baking industry, Sept. 17, 1960, p.20-21) Appl. author: Mel-drum & Fewsmith, Inc. © 17Sep60; KK154193.

DURO-LITE LAMPS, INC. ©

New, Duro-Lite bulbs; last 3 times longer plus maximum light. Flames-cent & 5 other bulbs. Appl. author: Roland W. Tiemann. © 28Sep60; KK155231.

DURO-TEST CORP. ©

Increase work-level light without increasing wattage; Power-Lite, Duro-Test's fluorescent flood-light for preheat, instant start and rapid start circuits. Appl. author: Roland W. Tiemann. © 11May60; KK155232.

A new exclusive way to say merry Christmas; brilliant color, long-lasting, weather-proof giant Globelites. Appl. author: Roland W. Tiemann. © 7Sep60; KK155233.

DUSHARME PRODUCTS, INC. ©
Natural beauty; your hair obeys the light touch of Dusharme. Creme hairdressing. (In Glamour, July 1960, p.11) © 22Jun60; KK152496.

DYNAMICS OF SELLING SYSTEM.
Dyna-Syne graphic emphasis display. Sell easier with dynamic doubles: say red points first, show blue points second. © Arthur Orr Harris d.b.a. Dynamics of Selling System; 7Nov60; KK155022.

E

E.A.C.M. CO. SEE Engel Art Corners Manufacturing Co.

E.C.C. SEE Electronic Chemical Corp.

E.P.C. SEE Eskimo Pie Corp.

EWAC. SEE Eutectic Welding Alloys Corp.

EAST COAST FRUIT CO.
Mr. Tom. Net wt. 18 lbs. or more. © East Coast Fruit Co., a partnership composed of Louis Portnoy, Walter Portnoy & Goldie Portnoy; 20Jul60; KK152789.

EASTERN INDUSTRIES, INC. ©
Product Notes. Traffic Actuated. No. 59. PR400 and PRC series controllers. © 5Jul60; KK152340.
63. Traff-O-Matic TM system. © 12Sep60; KK155422.

EASTERN SCHOOLS, INC., GREENWICH, CONN.
Job training information. Appl. author: Michael F. Bell. © Eastern Schools, Inc.; 15Jun60; KK152344.

ECONOMICS LABORATORY, INC. ©
Change glasses from spotty to sparkling. Electrasol ends foam choke-up in your dishwasher. (In Holiday, Sept. 1960, p.104) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 15Aug60; KK153939.
Unqualified offer to every dishwasher owner in America. Results you can see, or your first box is free. Finish; dishwasher detergent. (In Better homes & gardens, July 1960, p.29) © 20Jul60; KK152992.

EDDY, FREDERICK D.
Gateway to French. SEE Ottenheimer Publishers, Inc.
Gateway to Russian. SEE Ottenheimer Publishers, Inc.
Gateway to Spanish. SEE Ottenheimer Publishers, Inc.

EDDY, MARY BAKER. TRUSTEES.
Eleanor Steber sings in the Mother Church hymns of Mary Baker Eddy. © Trustees under the Will of Mary Baker Eddy; 1Jun60; KK155140.

EDMONT, INC. ©
Job/fitted gloves. (Glove carton) One dozen gloves. VY-27. © 7Nov60; KK154946.

EDWARDS & DEUTSCH LITHOGRAPHING CO. ©
Moves the earth, 1961 Caterpillar, all over the world. For a growing America; diesel engines, tractors, motor graders, earthmoving equipment. © 15Sep60; KK154646.

EDWARDS CO., INC. ©
Edwards steps into audio-lingual education with better equipment, plus a hard-to-beat distribution policy. (In Sound merchandising, July 1960, p. 12-13) Appl. author: Hicks & Greist, Inc. © 12Jul60; KK152488.
Language laboratory; one classroom, one console, five different activities. (In The Nation's schools, Sept. 1960, p.11) Appl. author: Hicks & Greist, Inc. © 25Aug60; KK153593.

EGG CEL DIVISION, MICHIGAN CARTON CO.
SEE Michigan Carton Co. Egg Cel Division.

EKCO PRODUCTS CO. ©
11 reasons why this is the best pot in the world. Ekco/Flint. (In Better homes & gardens, Oct. 1960, p.116) Appl. author: Doyle Dane Bernbach, Inc. © 20Sep60; KK154514.

EL AL ISRAEL AIRLINES, LTD. ©
How a travel agent works. (In The New York times, Nov. 11, 1960, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 10Nov60; KK153323.

Sale on seats to Europe. (In The New York times, Sept. 12, 1960, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 12Sep60; KK154097.

ELCO TOOL & SCREW CORP. ©
Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1960; issue no. 7. © 24Jun60; KK152288.

Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1960; issue no. 8. © 19Aug60; KK153591.

Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1960; issue no. 9. © 5Oct60; KK154194.

Elco-aids for home and office. Appl. author: Walter Gustaf Larson. 1960; issue no. 10. © 19Oct60; KK155354.

Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1960; issue no. 11. © 5Dec60; KK155480.

Elco aids for home and office. Appl. author: Walter Gustaf Larson. 1960; issue no. 12. © 12Dec60; KK155609.

ELDRIDGE (HELEN M.) & ASSOCIATES. ©
Hot tip, on cool lighting. Prepared by Arthur Otis. © 30Sep60; KK155693.

ELECTRIC STORAGE BATTERY CO. ©
The miracle of transistors brings you 110 ac from batteries; ESB, packaged power, Activverter. (In Popular mechanics, Dec. 1960, p.8) Appl. author: Meldrum & Fewsmith, Inc. © 28Nov60; KK155194.

ELECTRIC STORAGE BATTERY CO. AUTOMOTIVE DIVISION.
New electronic development gives you 110 volt 60 cycle ac from 12 volt storage batteries. Activverter. (In Mechanic illustrated, Dec. 1960, p.53) Appl. author: Meldrum & Fewsmith, Inc. © Electric Storage Battery Co. (in notice: Electric Storage Battery Co., Automotive Division); 22Nov60; KK155838.

ELECTRONIC CHEMICAL CORP. ©
New formula EC-44; lubricates, conditions, cleans all electrical contacts. Net weight 6 oz. Appl. author: William Gottlieb. © 8Jul60; KK152397.

ELECTROTHERMAL ENGINEERING, LTD. ©
Apparatus for Kjeldahl, Soxhlet and similar tests. London. (Publication no.271/4) NM: revision & additions. © 25Apr60; KKFO-11.
Drum Heater. London. (Publication no.336P) © 10Nov60; KKFO-18.

Flexible heating mantles; series MJ. London. (Publication no.331) © 30May60; KKFO-12.

Laboratory heating equipment. A catalogue of Electothermal apparatus & equipment for science and for industry. Publication no.338P. 1st ed. London. © 20May60; KKFO-15.

Laboratory heating equipment. Publication no.332. London. © 12May60; KKFO-14.

Red-Rod; a new radiant immersion heater for the heating of acids and other liquids in the laboratory. Publication no.329P. London. © 28Sep60; KKFO-13.

A versatile source of heat for numerous applications in the laboratory; Electothermal Bunsen. London. (Publication no.339-P) © 26Oct60; KKFO-17.

ELEKTRA CORP. ©
The sound of quality; outstanding high fidelity recordings. (Elektra records phonograph record label) Appl. author: Jac Holzman. © 15Jul60; KK152626.

ELLIS, NICHOLAS C. SEE Myers, Ellis & Poulakidas.

EL PASO NATURAL GAS PRODUCTS CO. ©
Put new road-running life in your car; Red Flame motor oil. (In The Arizona daily star, Tucson, July 7, 1960, section A, p.10) Appl. author: Sidney T. Strain, Jr. © 7Jul60; KK153957.

EL PRODUCTO CIGAR CO., INC. ©
Give dad his favorite cigars. (In The New York times, June 7, 1960, sport section p.39) © 7Jun60; KK152451.
Give him dad's best friend; La Palina. (In The Milwaukee Journal, June 5, 1960, sport section, p.5) © 5Jun60; KK152450.

EMIGRANT INDUSTRIAL SAVINGS BANK, NEW YORK.
Give yourself a Christmas gift. Appl. author: Kelly, Nason, Inc. © Emigrant Industrial Savings Bank; 7Oct60; KK154236.

EMPIRE LAUNDRY EQUIPMENT, INC. ©
Vibration-free operation on minimum foundation, a machine of superior performance. The Empire 300-lb. dry weight capacity combination washer-extractor. (Form 300) © 1Sep60; KK153522.

ENGEL ART CORNERS MANUFACTURING CO. ©
Vinyl pressure sensitive all new Art Corners. Boxette. Appl. author: J. W. Poorman. © 23Jun60; KK152338.

ENGLANDER CO., INC. ©
Tension ends here; our sales story keeps right on selling the Englander Tension-Ease mattress. (In Home furnishings daily, Aug. 10, 1960, p.8) Appl. author: Burt Goodman. © 10Aug60; KK153690.

ENURTONE CO.
Bed wetting can be corrected. (In Minneapolis star & tribune, Nov. 6, 1960, p.6) © Enurtone Co., owner Edward H. Bodine; 6Nov60; KK155304.

- EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES. ©**
Can you still get around on this? Kiddy car. (In Life, Nov. 28, 1960, p.1) Appl. author: Foote, Cone & Belding. © 24Nov60; KK155525.
- Circle of responsibility.** [Male hand putting wedding band on finger of female hand] (In Life, Sept. 5, 1960, p.76) Appl. author: Foote, Cone & Belding. © 1Sep60; KK154000.
- Does it still fit?** (In Life, Nov. 7, 1960, p.114) Appl. author: Foote, Cone & Belding. © 3Nov60; KK155070.
- The Equitable life of Abe Harris in New York City.** (In The Weekly underwriter, June 11, 1960, p.1197) Appl. author: Foote, Cone & Belding. © 11Jun60; KK152389.
- The Equitable Life of Jack Rooney in Seattle, Wash.** (In Insurance advocate, Aug. 27, 1960, p.2) Appl. author: Foote, Cone & Belding. © 27Aug60; KK154554.
- Equitable's CLU Association celebrates 15th birthday.** (In Life association news, Aug. 1960, p.74) Appl. author: Foote, Cone & Belding. © 1Aug60; KK154562.
- How to bowl over 200, game after game, after game.** Sylvia Wene. (In Sports illustrated, Oct. 10, 1960, p.43) Appl. author: Foote, Cone & Belding. © 10Oct60; KK155442.
- How you can lift your score immediately.** Sylvia Wene, with bowling ball. (In Sports illustrated, Sept. 26, 1960, p.7) Appl. author: Foote, Cone & Belding. © 26Sep60; KK154556.
- That's not the only thing you've outgrown.** (In Life, Oct. 17, 1960, p.50) Appl. author: Foote, Cone & Belding. © 13Oct60; KK155069.
- 37 inches, 29 pounds, and growing all the time.** (In Life, Sept. 26, 1960, p.40) Appl. author: Foote, Cone & Belding. © 22Sep60; KK154553.
- Two new agencies for Washington: the Miles M. Prescott Agency, the Thomas B. Van Brunt Agency ... and endless opportunities for those who join Equitable.** (In The Washington post, Aug. 31, 1960, p.A8) Appl. author: Foote, Cone & Belding. © 31Aug60; KK153993.
- What's your number one bowling problem?** Sylvia Wene, with bowling ball. (In Sports illustrated, Sept. 12, 1960, p.11) Appl. author: Foote, Cone & Belding. © 12Sep60; KK154555.
- When the tax bite makes raises and bonuses meaningless, how can you attract and hold key executives?** Coupon blank. (In Nation's business, Sept. 1960, p.29) Appl. author: Foote, Cone & Belding. © 25Aug60; KK154557.
- Who benefits from Equitable group insurance and pension plans?** (In Labor chronicle, Sept. 1960, p.17) Appl. author: Foote, Cone & Belding. © 1Sep60; KK155133.
- Who says a farmer's work is never done?** (In Farm journal, Oct. 1960, p.85) Appl. author: Foote, Cone & Belding. © 17Sep60; KK154558.
- Yesterday: 54 passengers, 300 mph; today: 134 passengers, 600 mph.** Equitable Living Insurance makes the difference. (In Life, July 25, 1960, p.1) Appl. author: Foote, Cone & Belding. © 21Jul60; KK152910.
- You can compete in hiring men.** (In Nation's business, Nov. 1960, p.49) Appl. author: Foote, Cone & Belding. © 25Oct60; KK155065.
- ESKIMO PIE CORP. ©**
Do-nut vanilla ice milk. Contents 2 fl. ozs. © 21Jul60; KK153238.
- Eski-molds; ice cream.** Contains 6. Contents 2 1/2 fl. oz. each. © 22Jun60; KK153237.
- Ice cream sandwich.** Contents: 3 fl. ozs. © 25Jul60; KK153338.
- Krunch bar; coated imitation frozen dessert.** Ice milk. Contents: 2 fl. ozs. or over. Appl. author: Eastern Advertising Agency. © 14Jul60; KK152694.
- ESSO, INC. ©**
More motorists turn in at the Esso sign than at any other sign in the world. Gasoline. (In The Evening bulletin, Philadelphia, Aug. 10, 1960, p.45) Appl. author: McCann-Erickson, Inc. © 10Aug60; KK155805.
- You don't need a boat to go sailing; a car will do, if she steers by the Esso sign.** Gasoline. (In Newark evening news, July 27, 1960, p.52) Appl. author: McCann-Erickson, Inc. © 27Jul60; KK155804.
- EUTECTIC WELDING ALLOYS CORP. ©**
EUS 240. Ac-dc; for cast iron. Black tip. © 17Aug60; KK153468.
- EutecRod 16.** For torch; for steels. Blue tip. © 13Jun60; KK153003.
- EutecRod 16 FC.** Flux coated, for torch; for steels. Light blue flux coating. © 13Jun60; KK153002.
- EutecRod 80.** For torch; for steel. Orange tip. © 13Jun60; KK153009.
- EutecRod 80FC.** Flux coated, for torch; for steel. White coating. © 13Jun60; KK153004.
- EutecRod 154.** Low-melting, silver-bearing solder-type alloy especially designed for the electronics industry. © 24Oct60; KK154823.
- EutecRod 185.** For torch; for steel & cast iron. Pink tip. © 13Jun60; KK153006.
- EutecRod 185 FC.** Flux coated, for torch; for steel & cast iron. Pink coating. © 13Jun60; KK153008.
- EutecRod 1808.** Torch, for copper and iron alloys; for ferrous and non-ferrous metals. Gray tip. © 13Jun60; KK152998.
- EutecSil 1020FC for ferrous and non-ferrous metals.** White coating. © 1Aug60; KK153636.
- EutecSil 1030 FC.** Flux coated, for torch; for ferrous and non-ferrous metals. Lilac coating. © 17Aug60; KK153467.
- EutecTrode 24-X.** Ac-dc; for cast iron. Primary, red tip; secondary, blue. © 13Jun60; KK153007.
- EutecTrode 680.** Ac-dc; for steels. Lt. blue tip. © 13Jun60; KK153000.
- Flotectic silver no.2.** Torch, furnace or induction. Silver type alloy; for joining applications of ferrous and copper alloys. White tip. © 13Jun60; KK152997.
- From the world-wide research laboratories of Eutectic Welding Alloys Corporation, the world's first flux-coated silver alloy; introducing EutecSil 1020FC.** © 31Aug60; KK155846.
- Neu-Tec-Tronic 157-BN.** For copper alloys and plated metals. © 1Sep60; KK153525.
- QuenchTrode 24.** Ac-dc; for cast iron. Primary, gold tip; secondary, yellow. © 13Jun60; KK152999.
- Xyron 2-24.** Ac-dc; for cast iron. Primary, white tip; secondary, gold. © 13Jun60; KK153001.
- Xyron 2-25.** Ac-dc; for cast iron. Primary, lt. blue tip; secondary, silver. © 13Jun60; KK153005.
- EVANS, KENNETH G. ©**
Turn-Trix, only power driven grilles for carefree barbecuing. © 5Jul60; KK152396.
- EVANS' (L. B.) SON CO. ©**
Casually speaking, the finest shoes you ever wore for comfortable living; ask for Evans' Cush-N-Moc. (In Sports illustrated, Oct. 17, 1960, p.83) Appl. author: Hoag & Provandie, Inc. © 14Oct60; KK154916.
- Deep down comfort; casuals.** Stroller 5904 & 5906. (In Sports illustrated, Aug. 15, 1960, p.75) Appl. author: Hoag & Provandie, Inc. NM: "different copy and shoe in this version." © 12Aug60; KK153460.
- Deep down comfort; sandals.** Riviera; cross strap. (In Sports illustrated, July 18, 1960, p.51) Appl. author: Hoag & Provandie, Inc. © 15Jul60; KK152695.
- Do yourself a favor; casuals.** Sahara boot 5500, 5503 & 5558. (In Sports illustrated, Aug. 29, 1960, p.54) Appl. author: Hoag & Provandie, Inc. NM: "different copy and shoe in this version." © 26Aug60; KK153461.
- For his leisure life; slippers.** Cherokee; Planter's punch; Vanguard. (In Ladies' home journal, Dec. 1960, p.18) Appl. author: Hoag & Provandie, Inc. © 29Nov60; KK155392.
- Give soft, easy comfort; slippers for men.** Dundee; Senator; Baronet opera; Braid. (In Life, Dec. 5, 1960, p.32) Appl. author: Hoag & Provandie, Inc. © 1Dec60; KK155403.
- Your selling point for profit: new ideas; casuals.** Hi-fi 1200, 1205-1206. (In Footwear news, Sept. 9, 1960, p.40) Appl. author: Hoag & Provandie, Inc. © 9Sep60; KK154262.
- Your selling point for profit: reputation.** Casuals. (In Footwear news, Oct. 14, 1960, p.66) Appl. author: Hoag & Provandie, Inc. © 14Oct60; KK155410.
- Your selling point for profit: variety.** Casuals. Sahara boot 5500. (In Footwear news, Nov. 11, 1960, p.24) Appl. author: Hoag & Provandie, Inc. © 11Nov60; KK154950.
- Your selling point for profit: workmanship.** Cush-N-Mock 7840. (In Footwear news, Dec. 9, 1960, p.80) Appl. author: Hoag & Provandie, Inc. © 9Dec60; KK155600.
- EVERSWEET CORP. ©**
EverSweet orange juice is as fresh as this, and best of all, it's ready to pour. (In Chicago daily tribune, Nov. 4, 1960, pt.3, p.17) Appl. author: Doyle Dane Bernbach, Inc. © 4Nov60; KK155330.
- It couldn't taste fresher if you picked it off the tree; pure orange juice.** (In Chicago daily tribune, Oct. 28, 1960, pt.4, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 28Oct60; KK155328.
- What's in an orange that's slowly sun ripened and picked fresh off the tree? Pure orange juice.** (In Chicago daily tribune, Nov. 11, 1960, pt.4, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 11Nov60; KK155329.
- EZEE-FLOW DIVISION, AVCO DISTRIBUTING CORP. SEE AVCO Distributing Corp. Ezee-Flow Division.**
- F**
- F. B. CO. SEE Fuller Brush Co.**
- F. F. C. B. SEE Foundation for Commercial Banks.**
- F. I. I. SEE Forney Industries, Inc.**
- FJI, INC. SEE Italiano (Frank J.) Inc.**
- F. L. BOX CO. SEE Ferguson-Lander Box Co.**

F.P.C. SEE Flambeau Plastics Corp.

FACTOR (MAX) & CO. ©

At last, a weapon for an ancient scourge; Sebb shampoo. By Paul W. Jewel. (In Coronet, Mar. 1960, p.7) © 18Feb60; KK153945.

A beautifully new, beautifully different kind of make-up, Sheer Genius. (In Beauty fashion, Sept. 1960, p.1) © 10Sep60; KK155530.

A beautifully new, beautifully different kind of make-up, Sheer Genius. (In Chain store age, Sept. 1960, p.10) © 10Sep60; KK154806.

Cast a magic spell, Max Factor lights your lips with Goldfire. Lipstick set; golden frost eyeshadow. (In Vogue, Oct. 1959, p.58-59) © 10Oct59; KK152602.

Dawn of a new make-up; Sheer Genius, the beautiful difference. (In McCall's, Oct. 1960, p.149) © 23Sep60; KK154886.

For the woman who is every inch a female, Primitif by Max Factor. (In Harper's bazaar, Oct. 1960, p.38) © 10Oct60; KK155984.

Hi-Fi fluid make-up, naturally. (In Vogue, Aug. 1960, p.26) © 15Aug60; KK154933.

How Max Factor Pan-Cake make-up covers so naturally, only your beauty shines through. (In Glamour, Oct. 1960, p.2) © 22Sep60; KK154884.

How to get long profits out of short hair; Crew Cut. Pomade hair dressing. (In Chain store age, grocery ed., July 1960, p.332-333) © 30Jun60; KK153944.

Introducing the male Factor, a new ingredient in men's toiletries. After shave lotion & 3 other products. (In True, the man's magazine, June 1960, p.5) © 17May60; KK153946.

Keep it up, keep it down, keep it clean cut with Crew Cut; created for the control of short hair. (In Scholastic, Apr. 27, 1960, p.39) © 27Apr60; KK153943.

Let's get pretty, by Barbara Factor. How to get the holiday-look. (In Seventeen, Dec. 1960, p.50) © 1Dec60; KK155965.

Let's get pretty, by Barbara Factor. What to say to that boy. (In Seventeen, Oct. 1960, p.55) © 30Oct60; KK155981.

Max Factor creates Hi-Fi fluid make-up most natural-looking of them all. (In McCall's, Oct. 1959, p.50) © 10Oct59; KK153424.

Max Factor is sweeping the country with Hi-Society. It's a tiny case with a mirror and a lipstick all in one. Lustrous mother-of-pearl & 3 others. (In Seventeen, Mar. 1959, p.53) © 28Feb59; KK155925.

Max Factor stirs up summer fun and fashion with cool coffee colors. Coffee toffee, Cafe frappe. (In Glamour, July 1960, p.9) © 22Jun60; KK153941.

Max Factor whips up Creme Puff, always ready to flatter your face with just a breath of color. (In Seventeen, Mar. 1959, p.2) © 28Feb59; KK155926.

Max Factor's golden jubilee. Look, five famous Max Factor make-ups at special anniversary prices. 50 years of beauty, Max Factor. Creme Puff, creamy make up base and powder & 4 others. (In Seventeen, Mar. 1959, p.31) © 28Feb59; KK155924.

The most natural looking complexion of them all with Hi-Fi fluid make-up, naturally. (In McCall's, Sept. 1960, p.7) © 29Aug60; KK154887.

Play Red on Red here, and you'll play green on green here. Red on Red lipstick, Lip Gloss. (In Chain store age, drug ed., Aug. 1960, p.10) © 30Jul60; KK153942.

Play red on red on your counters, in your windows, in your interior displays; it's the biggest lipstick play of the season. (In Glamour extra advance retail trade supplement, fall-winter 1960, p.7) © 20Jul60; KK153625.

Play red on red with Max Factor. Lipstick; lip gloss. (In Vogue, Sept. 15, 1960, p.42-43) © 15Sep60; KK154112.

FAIRBANKS WARD INDUSTRIES, INC. ©

All the black & white film you can use for 2 years exclusive at Feder's; movie outfit. Eastman Kodak movie camera. Holiday precision movie projector & accessories. (In El Paso times, Aug. 14, 1960, comic section) Appl. author: Morton Winston. © 14Aug60; KK154024.

Deluxe, automatic Fairbanks portable, stereophonic, multi speaker, Hi-Fi phonograph. Roessler-Kirk Jewelers. (In The Chronicle-tribune, Marion, Ind., Sept. 22, 1960, p.16) Appl. author: Morton Winston. © 22Sep60; KK155307.

Full 2 year supply of film free with this complete movie outfit; Eastman Kodak movie camera. Kirschman's. (In Dixie (Times-picayune, New Orleans) Aug. 7, 1960, p.12) Appl. author: Morton Winston. © 7Aug60; KK155308.

The greatest dinnerware sale in our entire history; 43 piece lifetime guaranteed Foreverware with 8 genuine Melamine dinner plates. Raskins Jewelry. (In The Arizona republic, Sept. 11, 1960, comics) Appl. author: Morton Winston. © 11Sep60; KK155305.

Here is the tape recorder that will revolutionize all ideas of electronic achievement; Fair-a-tron twin speed tape recorder and player. Harry Ritchie Jewelers. (In Register-guard, Eugene, Or., Oct. 6, 1960, p.3B) Appl. author: Morton Winston. © 6Oct60; KK155306.

Luxurious deep pile 9 x 12 room size tweed rugs. Kirschman's. (In Dixie (Times-picayune, New Orleans) Oct. 2, 1960, p.5) Appl. author: Morton Winston. © 20Oct60; KK155309.

Need more storage space? Here's your answer, jumbo 5-in-1 wardrobe. Irwin's. (In The Evening news, Perth Amboy, N. J., Oct. 12, 1960, p.19) Appl. author: Morton Winston. © 12Oct60; KK155580.

Now, for the first time, professional quality at a new low price; deluxe full standard size pool table. White Drug. (In Grand Forks herald, Oct. 2, 1960, p.7) Appl. author: Morton Winston. © 20Oct60; KK155433.

Sale priced to create a sensation. Bronzetone & limed oak finished desk and chair. Friedman's Jewelers. (In The Atlanta journal and constitution magazine, Sept. 18, 1960, p.25) Appl. author: Morton Winston. © 18Sep60; KK155588.

Sell-out sale, to open 1500 new accounts. 47-piece Golden Harvest dinnerware. Meyer Hurwitz Jewelry Co. (In Evening Journal, East St. Louis, Ill., Aug. 17, 1960, p.16) Appl. author: Morton Winston. © 17Aug60; KK154022.

Space saving, all purpose, durable steel. Home desk 'n file. Hall-Watson Furniture Co. (In The Corbin Sunday times, Aug. 21, 1960, p.5) Appl. author: Morton Winston. © 21Aug60; KK154023.

FAIRMONT FOODS CO. ©

Fudge nut sundae ice cream. L2. One pint liquid. Appl. author: KVP Sutherland Paper Co. © 10Aug60; KK153459.

6 happy go-healthy dairy drinks. (Dairy carton dial) Dairy products. © 19Aug60; KK154482.

FAIRMONT RAILWAY MOTORS, INC. ©

W72 series A quick-clear oil sprayer. (Bulletin 630D) Appl. author: R. B. Evans. © 10Nov60; KK155142.

W104 series A tie plug inserter. (Bulletin 789A) Appl. author: R. B. Evans. © 10Oct60; KK154372.

FALCONER CO. ©

Cou-Plan; introductory offer. This coupon good for 60¢ when applied to the purchase of fully personalized checks. © 10Oct60; KK155360.

FALLENBERG (R. B.) LABORATORY.

Trailze tested and proved hoof preparation. NM: additions. © R. B. Fallenberg d.b.a. R. B. Fallenberg Laboratory; 1Jun60; KK152641.

FAMILY RECORD PLAN, INC. ©

Beautiful Hollywood star Jeanne Crain says: Like many parents, I've often wished I could hold back the flight of time. A famous mother treasures this portrait. Appl. author: Zepha Bogert. NM: additions. © 1Jun60; KK152671.

Christmas gift suggestions; portraits. Appl. author: Zepha Bogert. © 31Jul60; KK153090.

Christmas portraits at pre-season savings. Appl. author: Zepha Bogert. © 31Jul60; KK153089.

Come in now for pre-season savings; children's portraits. Appl. author: Zepha Bogert. © 31Jul60; KK153091.

Order your Christmas gift portraits now. Appl. author: Zepha Bogert. © 31Jul60; KK153092.

FANTASY FLAVORS, INC. ©

Hawthorn-Mellody Soumon Fantasy ice cream. Half gallon liquid. © 29Jan60 (in notice: 1959); KK153399. *

FARM & HOME EQUIPMENT CO. ©

Fulton mower; save half approximately. Self-propelled deluxe 22-inch rotary mower. (In Des Moines register) Appl. author: Paul D. Kranzberg. © 1May60; KK152688.

FAULTLESS STARCH CO. ©

New, Faultless Spray-On starch. © 24Oct60; KK155546.

New, Faultless Spray-On starch. Net wt. 16 oz. © 24Oct60; KK155547.

FEDERAL-MOGUL-BOWER BEARINGS, INC.

SEE Federa-Mogul-Service.

FEDERAL-MOGUL SERVICE.

Trailer operators, here's news; new National face seal for trailer axles makes oil bath lubrication positive. (National oil seal conversion kit specification sheet, form no. FMN-60-8C) Appl. author: Ross Roy-BSF & D, Inc. © Federal-Mogul Service, division of Federal-Mogul-Bower Bearings, Inc.; 19Aug60; KK153408.

FEDERAL PUBLICATIONS, INC. SEE Government contractor.

FEDERAL PUBLICATIONS, INC. ©

Facts behind the Government contractor, your personal bi-weekly briefing from Washington; publication. © 28Jul60; KK152828.

Up to your ears in Government contract problems? Well, here's the way out. A few weeks ago we sent you a copy of The Government contractor. © 18Aug60; KK153511.

FELIX THE CAT PRODUCTIONS, INC. ©
Felix the Cat game. For ages 4 to 9.
4019. By Milton Bradley Co.
© 5Dec59 (in notice: 1960); KK153881.

FELT PRODUCTS MANUFACTURING CO. ©
New Fel-Co-Prene, rubber valve cover gaskets. Appl. author: Hanson & Stevens, Inc. © 20Sep60; KK155251.
A new rubber valve cover gasket achievement, new Fel-CoPrene. (In Automotive service digest, June 1960, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 15Jun60; KK154222.

FENTON LABEL CO. ©
Fent-Onamel anniversary stickers. No.1437-F & 4 other stickers. NM: revision & additions. © 5Jul60; KK152326.
Fent-Onamel processed insurance labels. Time saving business builders: Gummed insurance & policy labels, folder. NM: new material, rev. layout. © 2Sep60; KK154347.

FERGUSON-LANDER BOX CO. ©
Illinois Valley strawberry ice cream. One-half gallon liquid. (Snowflake design no.45) Appl. author: R. A. Morris. © 12Sep60; KK153962.

FIEDLER, WILLIAM. ©
Instructions. Clamp jig to work bench or any convenient place [& 4 other steps] © 5May60; KK152463.

FINANCIAL MERCHANDISING.
May we present the key to a bright future. Savings account. © Joseph H. Brantley d.b.a. Financial Merchandising; 12Oct59; KK154537.

FINE BRANDS CORP. ©
Hap-P-Nut with grape jelly peanut spread. Net weight 6 ounces. Appl. author: Robert Whiteman. © 28Jun60; KK154360.

FIRESTONE TIRE & RUBBER CO. ©
Start getting new low-cost fleet performance today with Firestone truck-bus batteries. (In Fleet owner, Jan. 1959, p.92) © 1Jan59; KK155359.

FISHER, L. SEE Modernization & Design Dept.

FISHER-PRICE TOYS, INC. ©
Crib rattle. No.787. NM: additions & revision. © 15Jun60; KK152744.
Music box. No.764. NM: additions & revision. © 28Jun60; KK152745.

FISHER SCIENTIFIC CO. ©
Unitized furniture. Laboratory furniture; 29 basic units direct from stock. © 21Jul60; KK153805.

FISHERY PRODUCTS, INC. BLUE WATER SEA-FOODS. SEE Blue Water Seafoods.

FISHLOVE (H.) & CO. ©
Important; read before using. How to insert the battery. Forceps, made out of plastic. © 16Feb60; KK153622.
Largest, most astonishing gag glasses ever made; Hollywood Super-Specs. Nos.690-691. © 16Jun60; KK153621.

FLAGSHIP MARINE ENGINES, INC. ©
Now, your old boat can run better than the day she was built; V8 marine engines. (In Sea and Pacific motor boat, Mar. 1960, p.103) Appl. author: Van Sant Dugdale & Co., Inc. © 20Feb60; KK152459.

FLAMBEAU PLASTICS CORP. ©
Crystal Pine sparkling holiday tree. Do it yourself and it's fun. (Label display board) © 25Aug60; KK154435.

FLASH BULLETINS OF AMERICA, INC. ©
Catalogue of 300 Flash bulletins; 1961. 501 & other bulletins. © 7Jul60; KK153749.

FLAUM ENTERPRISES. ©
Eye-ful by the Flaums. The art of giving and receiving. Appl. author: Ruth Flaum. © 24Aug60; KK153527.

FLEER (FRANK H.) CORP. ©
Always buy Dubble Bubble gum. Contents: 1 slab bubble gum plus picture cards. (Baseball's greatest, Ted Williams series) © 1May59; KK154476.

Baseball's greatest, Ted Williams. 80 bubble gum trading cards. © Frank H. Fleer Corp. (in notice: F. H. Fleer); 1May59; KK154480.

Bubble gum. 6 cards. (Baseball's greatest, Ted Williams series) © 1May59; KK154478.

Spins and needles. Contents: 1 slab bubble gum plus picture cards. © 22May60; KK154475.

Spins and needles; Dubble Bubble. Gum. 24. (Form no.8133-AT) © 22May60; KK154477.

Spins and needles. 96 bubble gum trading cards. © 22May60; KK154479.

Taffy-O, taffy style bubble gum; it's taff-o-rific. 80 count. (Form no.8130-AC) © 23Feb60; KK154474.

FLOOD CO. ©
Penetrol E-B, Emulsa-Bond, stir-in surface conditioner. One U. S. quart. Appl. author: Earl Freeman Flood. © 12Aug60; KK153287.

FLORIDA CITRUS COMMISSION. ©
The break that does more than refresh. After play, give him orange juice again. (In Life, Oct. 31, 1960, p.94) Appl. author: Benton & Bowles, Inc. © 27Oct60; KK155264.

The break that does more than refresh. After school or play, give her orange juice again. (In Life, Nov. 21, 1960, p.2 of cover) Appl. author: Benton & Bowles, Inc. © 17Nov60; KK155268.

The break that does more than refresh; fresh frozen orange juice from Florida. Little boy in helmet. (In Chicago tribune, Oct. 21, 1960, p.19) Appl. author: Benton & Bowles, Inc. © 21Oct60; KK155630.

Cool off, perk up; fresh-frozen orange juice from Florida. Canada. (In MacLean's magazine, June 4, 1960, p.61) Appl. author: Benton & Bowles, Inc. © 24May60; KK154509.

Cool off, perk up with nature's great refresher. Enjoy chilled orange juice from Florida. (In New York Journal-American, July 17, 1960, p.16) Appl. author: Benton & Bowles. © 17Jul60; KK154679.

Cool off, perk up with nature's great refresher; enjoy fresh-frozen orange juice. (In Good housekeeping, July 1960, p.16) Appl. author: Benton & Bowles, Inc. © 21Jun60; KK152562.

Cool off, perk up with nature's great refresher. Enjoy pure canned orange juice from Florida. (In Progressive farmer, Aug. 1960, p.54) Appl. author: Benton & Bowles, Inc. © 15Jul60; KK154678.

Cool off, perk up with nature's great refresher. Fresh-frozen orange juice from Florida, nature's powerhouse of vitamin C. (In Life, Aug. 8, 1960, p.30-31) Appl. author: Benton & Bowles. © 3Aug60; KK154680.

Cool off, perk up with nature's great refresher; fresh-frozen orange juice from Florida. Nature's powerhouse of vitamin C and energy. (In The Evening bulletin, Philadelphia, Aug. 18, 1960, p.20) Appl. author: Benton & Bowles. © 18Aug60; KK154682.

Cool off, perk up with nature's great refresher; refresh with fresh-frozen orange juice. Cake of ice & pitcher. (In New York Journal-American, June 23, 1960, p.7) Appl. author: Benton & Bowles, Inc. © 23Jun60; KK152561.

Enjoy the break that does more than refresh; after hard work or play, take an orange break. Chilled orange juice from Florida. (In Life, Nov. 28, 1960, p.108) Appl. author: Benton & Bowles, Inc. © 24Nov60; KK155626.

Give her a break. Refresh with fresh-frozen orange juice from Florida. (In Life, Sept. 19, 1960, p.130) Appl. author: Benton & Bowles, Inc. © 14Sep60; KK154684.

Give yourself a break; refresh with fresh frozen orange juice from Florida. (In Life, Sept. 13, 1960, p.46E) Appl. author: Benton & Bowles, Inc. © 30Aug60; KK155629.

Grapefruit salad spectacular from Florida. Grapefruit sections from Florida. (In Better homes & gardens, Sept. 1960, p.89) Appl. author: Benton & Bowles, Inc. © 23Aug60; KK154683.

Greatest mixer of them all, grapefruit juice from Florida. New recipes to cool off with. Grapefruit fizz & 3 other fruit drinks. (In Life, Aug. 22, 1960, p.70) Appl. author: Benton & Bowles. © 17Aug60; KK154681.

Here's to your health with the greatest mixer of them all; pure grapefruit juice from Florida. (In Better homes & gardens, Dec. 1960, p.76) Appl. author: Benton & Bowles, Inc. © 22Nov60; KK155624.

How to go light on calories and love it; grapefruit sections. Grapefruit cucumber salad. (In Better homes & gardens, June 1960, p.105) Appl. author: Benton & Bowles, Inc. © 19May60; KK152564.

FOLDING FURNITURE DIVISION, SHWAYDER BROS., INC. SEE Shwayder Bros., Inc. Folding Furniture Division.

FOOD INDUSTRIES CO. ©
IDX for instant dough extensibility. 250 tablets. © 16May60; KK154897.

FOOD PRODUCTS DIVISION, PET MILK CO. SEE Pet Milk Co. Food Products Division.

FOOD-TANG LABORATORIES. ©
Tangy-talk, the talk of the trade, about Soup-Tang; it's instant. It's uses range from a complete general seasoning to an instant consommé, or broth. Appl. author: Charlotte Jean Greenberg. © 2Mar60; KK152994.

FORD MOTOR CO. ©
Car seat belt installation instructions, all 1960 models. Kit; belt and buckle assembly, front seat; 1960 passenger-all. I.S. 411. Fomoco. © 18Jan60 (in notice: 1959); KK152960.

Carburetor tune up kit; assembly adjustments. I.S. 331. Fomoco. © 14Mar60 (in notice: 1959); KK152965.

Install 1960 ECS 302 cu. in. engine assembly. I.S.-417. Fomoco. © 26Jan60 (in notice: 1959); KK152970.

- Installation; carrier assembly, roof luggage. I.S. 474. Fomoco. © 14Jul60; KK154565.
- Installation, cover quarter wheel opening. I.S. 424. Fomoco. © 24Jun60; KK155958.
- Installation; Econoline seat belt and buckle kit. I.S. 533. Fomoco. © 2Aug60; KK154566.
- Installation; front towing hooks. I.S. no.443. Fomoco. © 5Sep60; KK155695.
- Installation; mirror assy, rear view, outside. I.S. 525. Fomoco. © 2Sep60; KK154579.
- Installation; ornament, front fender top. I.S. 475. Fomoco. © 8Jul60; KK154571.
- Installation; seat belt and buckle kit, 1961 Thunderbird. I.S. 532. Fomoco. © 2Aug60; KK154574.
- Installation; Thunderbird rear view outside mirror. I.S. 463. Fomoco. © 12Aug60; KK154577.
- Installation; Thunderbird windshield washer kit. I.S. 410. Fomoco. © 11Jan60 (in notice: 1959); KK152968.
- Installation; windshield washer, hand operated, 6 cyl. I.S.-425. Fomoco. © 25Jan60 (in notice: 1959); KK152974.
- Installation instructions; ornament, assembly hood top. I.S. 426-A. Fomoco. © 18Aug60; KK154572.
- Installation instructions; outside rear view mirror, Falcon - Comet. I.S. 517. Fomoco. © 5Oct60; KK155716.
- Installation instructions; safety belt kit, forward axle tilt cab. I.S. 558. Fomoco. © 6Oct60; KK155699.
- Installation instructions; thermostat-ic heat chamber kit. I.S. no.319, rev. Fomoco. © 6Jan60 (in notice: 1959); KK152962.
- Installation instructions for non-metallic clutch plates. I.S. no.354. Fomoco. © 1Sep59; KK152957.
- Installation instructions kit; receptacle inst. panel ash vacuum. I.S. no.357. Fomoco. © 21Oct59; KK152964.
- Installation instructions, kit washer windshield. I.S. 461. Fomoco. © 18Jul60; KK155941.
- Installation kit; air conditioner & heater; models, all 8 cyl. I.S. 356-G. Fomoco. © 4Apr60; KK152956.
- Installation kit, air conditioner & heater models, all 8 cyl. I.S. 467-A. Fomoco. © 21Oct60; KK155951.
- Installation kit; air conditioner & heater models, all 8 cyl. I.S. 467-A. Fomoco. Sheet 1-9. © 7Oct60; KK155701.
- Installation kit, air conditioner models, all 8 cylinder. EDB 292 engine. I.S. 465-A. Fomoco. © 21Oct60; KK155952.
- Installation kit; backup lamp. I.S. 326-A. Fomoco. © 20Jan60 (in notice: 1959); KK152963.
- Installation kit; backup lamp. I.S. 576. Fomoco. Sheet 1-7. © 25Oct60; KK155718.
- Installation kit; bumper assembly, rear step. I.S. 511. Fomoco. © 8Aug60; KK155703.
- Installation kit, fire extinguisher. I.S. 450. Fomoco. © 1Aug60; KK155945.
- Installation kit; front towing hooks. I.S. 513. Fomoco. © 26Aug60; KK154578.
- Installation kit, front turn signal; conventional cab. I.S. 470-A. Fomoco. (Series F-100--F-350) © 10Oct60; KK155933.
- Installation kit; front turn signal lamp, tilt cab series C-550 thru C-1100. I.S. 472. Fomoco. © 10Oct60; KK155696.
- Installation kit; front turn signals. Models, all except F-100, F-250 & F-350, conventional cab. I.S. 540. Fomoco. Sheet 1-2. © 12Oct60; KK155715.
- Installation kit; heater & defroster, Econoline. SK-CIUU-18455-A. Fomoco. © 19Aug60; KK154570.
- Installation kit; horn (air) conventional and tilt cab. I.S. 453. Fomoco. Sheet 1-2. © 2Nov60; KK155710.
- Installation kit, mirror rear view, outside. I.S. 464. Fomoco. © 5Oct60; KK155934.
- Installation kit; parking brake signal lamp. I.S. 502. Fomoco. © 6Sep60; KK155709.
- Installation kit, radio antenna. I.S. 433. Fomoco. © 21Jun60; KK155961.
- Installation kit; radio antenna. SK-CIDF-18813-A. Fomoco. Sheet 1-2. © 14Jun60; KK155712.
- Installation kit; radio antenna. SK-CODF-18813-C. Fomoco. © 7Mar60 (in notice: 1959); KK152959.
- Installation kit, radio antenna (manual) SK-CIUF-18813-A; Econoline. Fomoco. © 30Aug60; KK155937.
- Installation kit, radio antenna (standard) I.S. 460. Fomoco. © 2Aug60; KK155939.
- Installation kit, radio rear seat speaker. I.S. 432. Fomoco. © 2Aug60; KK155963.
- Installation kit; radio receiver. SK-CIKF-18805-G. Fomoco. © 4Jan60 (in notice: 1959); KK152958.
- Installation kit; radio receiver. SK-CISF-18805-B. Fomoco. © 10Aug60; KK155704.
- Installation kit, rear turn signal; conventional. I.S. 579. Fomoco. (Series F-100--F-600) © 27Oct60; KK155948.
- Installation kit, rear turn signal lamp; conventional. I.S. 569. Fomoco. (Series F-700--F-1100 & T-700--T-950) © 20Oct60; KK155955.
- Installation kit; rear turn signal lamp, series F-350 (model 99 only) conventional cab. I.S. 541. Fomoco. © 22Sep60; KK155702.
- Installation kit; rear view outside mirror. I.S. 546. Fomoco. © 7Sep60; KK155698.
- Installation kit; safety seat belt, all Falcon & Comet. I.S. 320-B. Fomoco. © 2Aug60; KK154575.
- Installation kit; spare wheel carrier. SK-GIAB-1400-A. Fomoco. © 15Aug60; KK155705.
- Installation kit, turn signal; conventional cab. I.S. 493. Fomoco. © 26Aug60; KK155936.
- Installation kit, turn signal; Econoline. I.S. 509. Fomoco. © 26Aug60; KK155935.
- Installation kit; turn signal, parcel delivery. I.S. 485. Fomoco. © 17Oct60; KK155708.
- Installation kit; turn signal, series C-550 thru C-1100, tilt cab. I.S. 484. Fomoco. © 17Oct60; KK155707.
- Installation kit; turn signal, series C-550 thru C-1100, tilt cab. I.S. 555. Fomoco. © 20Oct60; KK155700.
- Installation kit; windshield washer. I.S. 444. Fomoco. Sheet 1-2. © 4Aug60; KK155697.
- Installation kit; windshield washer assembly. I.S. 553. Fomoco. © 10Oct60; KK154573.
- Installation procedure, engine conversion. I.S. 448. Fomoco. © 18Jul60; KK155942.
- Installation procedure; fresh air heater accessory kit, Econoline. I.S. 526-A. Fomoco. © 19Aug60; KK154569.
- Installation procedure; fresh air heater accessory kit, Ford and Mercury. I.S. 490-A. Fomoco. Sheet 1-3. © 6Sep60; KK155711.
- Installation procedure; license plate frame kit. 1960-61 Ford passenger, all models. I.S. 452. Fomoco. © 17Jun60; KK154564.
- Installation procedure, Polarair air conditioner accessory kit; Ford and Mercury, 6 cylinder. I.S. 520-B. Fomoco. © 21Oct60; KK155956.
- Installation procedure, Polarair conditioner accessory kit; Ford and Mercury, 8 cylinder. I.S. 519-B. Fomoco. © 21Oct60; KK155944.
- Installation procedure, radio antenna accessory kit; Econoline. I.S. 504. Fomoco. © 30Aug60; KK155938.
- Installation procedure, radio antenna accessory kit; Falcon and Comet. I.S. 477. Fomoco. © 14Jun60; KK155959.
- Installation procedure, radio rear seat speaker accessory kit; Ford and Mercury. I.S. 381-D. Fomoco. © 2Aug60; KK155960.
- Installation procedure, radio receiver accessory kit; Thunderbird. I.S. 482-A. Fomoco. © 10Aug60; KK155953.
- Installation procedure, Selectaire conditioner accessory kit; Ford 8 cylinder. I.S. 524-B. Fomoco. © 21Oct60; KK155954.
- Installation procedure; selectaire conditioner accessory kit, Ford 8 cylinder. I.S. 524-B. Fomoco. Sheet 1-8. © 7Oct60; KK155706.
- Installation procedure; selectaire conditioner accessory kit, 1960 Ford. I.S. 388-E. Fomoco. © 4Apr60; KK152966.
- Installation procedure, spare wheel carrier kit. I.S. 512. Fomoco. © 15Aug60; KK155947.
- Installation procedure; spare wheel carrier kit, 1960 Ford. I.S. 364-B. Fomoco. © 4Jan60 (in notice: 1959); KK152967.
- Installation procedure, standard radio antenna accessory kit; Ford and Mercury. I.S. 486-A. Fomoco. © 2Aug60; KK155940.
- Installation procedure; standard radio antenna accessory kit, Ford and Mercury. I.S. 486-B. Fomoco. © 30Oct60; KK155717.
- Installation procedure; standard radio antenna, accessory kit, Thunderbird. I.S. 483-A. Fomoco. © 4Aug60; KK155713.
- Installation, quarter wheel opening cover. IS no.412. Fomoco. © 26May60; KK155962.
- Installation specifications; Thunderbird seat belt kit; 1955-60. I.S. 237-B. Fomoco. © 2Aug60; KK154567.
- Kit; belt and buckle assembly, 1960/UP Ford car, 1961 Mercury. I.S. 411-A. Fomoco. © 2Aug60; KK154568.
- Kit; mirror, rear view outside (non-telescoping) I.S. 537. Fomoco. © 21Oct60; KK155714.
- Kit; sender assy, tank 9275. I.S. 399. Fomoco. © 1Apr60 (in notice: 1959); KK152961.
- Kit guard front bumper. IS no.405. Fomoco. © 12Sep60; KK155946.
- Kit guard rear bumper. IS no.404. Fomoco. © 6Jun60; KK155949.
- Kit mirror rear view outside (telescoping) I.S. 536. Fomoco. © 21Oct60; KK155957.
- Kit windshield washer; Thunderbird. I.S. 507. Fomoco. © 6Sep60; KK155943.

FORD MOTOR CO.-Con.

Power steering installation, F-750 thru F-1100, T-700 thru T-950. I.S. 561. Fomoco. © 1Nov60; KK155950.

Procedure; remove old engine as follows. New engine installation. I.S. 420. Fomoco. © 26Jan60 (in notice: 1959); KK152971.

Procedure; remove old engine assembly as follows. Installation of new engine. I.S.-416. Fomoco. © 26Jan60 (in notice: 1959); KK152969.

Procedure; remove old engine assembly as follows. Installation of new engine. I.S.-422. Fomoco. © 26Jan60 (in notice: 1959); KK152972.

Procedure; remove old engine assembly as follows. Installation of new engine. I.S.-423. Fomoco. © 26Jan60 (in notice: 1959); KK152975.

Procedure; remove old engine assembly as follows. New engine installation. I.S.-421. Fomoco. © 26Jan60 (in notice: 1959); KK152973.

Truck; seat belt kit. I.S. 279-A. Fomoco. © 2Aug60; KK154576.

FOREMOST DAIRIES, INC. ©

Suisse Chalet brand chocolate ice cream. 1/2 gallon liquid. © 6Sep60; KK153721.

FORNEY INDUSTRIES, INC. ©

Model C-B. Welders for farms & shops. © 18Aug60; KK153402.

FOUNDATION FOR COMMERCIAL BANKS. ©

Do they do more with their money than you do with yours? Full bank service. (In Life, Sept. 19, 1960, p.1) Appl. author: J. Walter Thompson Co. © 15Sep60; KK154270.

How long will they be strangers in town? Full bank service. (In Life, Oct. 24, 1960, p.125) Appl. author: J. Walter Thompson Co. © 18Oct60; KK155350.

Remember when nobody wore your good neckties but you? Full bank service. (In Life, Nov. 7, 1960, p.125) Appl. author: J. Walter Thompson Co. © 1Nov60; KK155351.

FOUNDATION PRESS. ©

Buy American; the job you save may be your own. Appl. author: John E. Johnson. © 15Dec60; KK155886.

FOX PRESS, INC. ©

Remedy for dullness. Pleasing color book. © 10Oct59; KK152489.

FREEMAN SHOE CORP. ©

Spice brown; a man's shoe color imported by Freeman puts new dash in footwear fashion. (In Sports illustrated, Oct. 12, 1959, p.13) Appl. author: Howard H. Monk & Associates. © 9Oct59; KK154801.

FRENCH SARDINE CO.

9-Lives cat food; all tuna. Net contents: 6 oz. avoird. © Star-Kist Foods, Inc. d.b.a. French Sardine Co.; 18Jul60; KK153599.

FULLER BRUSH CO. ©

House of Fuller Blue Hedge bubble bath. 4 fl. oz. © 20Jun60; KK155620.

House of Fuller deep pore cleanser. 6 fl. oz. © 28Mar60; KK155802.

House of Fuller hand lotion. 12 fl. oz. © 28Mar60; KK155621.

House of Fuller lanolin facial soap. © 23May60; KK155622.

House of Fuller lily of the valley toilet water. Contents 8 fl. oz. © 28Nov60; KK155801.

House of Fuller lotion creme shampoo. 8 fl. oz. © 18Apr60; KK155803.

Lanolated hair dressing and conditioner by House of Fuller. 6 fl. oz. © 25Apr60; KK155619.

FUTURE CHEMICALS MANUFACTURING CO.

Copy Cast for toolmaking, sculpturing, casting. (Container no.1) © Future Chemicals Mfg. Co. (in notice: Future Chemicals); 15Nov59; KK153291.

Copy-Cast; for toolmaking, sculpturing, casting. (Container no.2) Appl. author: R. W. Voigt. © Future Chemicals Mfg. Co. (in notice: Future Chemicals); 10Oct59; KK153471.

FYBRLAS INDUSTRIES. ©

101 body filler, flexibilized polyester formula. Weight 3 lb. © 1Feb60; KK152854.

G

G. E. LABORATORIES. ©

Troutman's cough syrup. 5 fluid ounces. Appl. states prev. reg. KK123994. NM: revision. © Roy J. Troutman d.b.a. G. E. Laboratories; 20Sep60; KK155508.

G.F.C. SEE General Foods Corp.

GGCO. SEE Green Giant Co.

G.J. SEE Goodman Jewelers.

GMI. SEE General Mills, Inc.

GALE CHEMICAL PRODUCTS. ©

Gel-off, the fast, dependable gelatin remover. Net 18 g. Appl. author: Rowland A. Gale. © 26Apr60; KK155358.

GAME-TIME, INC.

Game-time for playground, park, picnic, sports. Equipment. (Catalog 960) © 3Mar60; KK153290.

GAMES UNLIMITED, INC. ©

Trace-n-Learn. No.410. Appl. authors: Michael N. Pellegrino & Louis N. Innelli. © 4May60; KK152770.

GARNEAU (JOSEPH) CO. ©

Usher's Green Stripe for outstanding merit; blended scotch whisky. (In Newsweek, Nov. 7, 1960, p.3 of cover) Appl. author: Albert Woodley Co., Inc. © 7Nov60; KK155412.

GARSKE PRODUCTS CO. ©

One pair, tire bead sealing rings for use with 14" and 15" tubeless tires. Appl. author: Henry B. Garske. © 1Aug60; KK153334.

GARTSMAN, HARRY S.

Alvaradio warehouse busting out sale. SEE Alvaradio Industries.

GAYLORD, JOHN H. ©

Juggling Joe's juggling game. © 1Dec60; KK155822.

GELY, ANDRE.

Les vins de Limoux il n'y en a pas de meilleurs? By Konowake, pseud. of Andre Gely. La Nouvelle, France. Japanese; title translated. © Gely; 30Aug60; KKFO-16.

GENERAL DEVELOPMENT CORP. ©

How your retirement can be your re- new-ment, by Donald Robinson. See Port Charlotte first. Bill & Edith Clarke & others. (In Reader's digest, Nov. 1960, after p.168) © 21Oct60; KK155102.

GENERAL FIREPROOFING CO. ©

New 300 series; Goodform chairs. 3143 secretarial chair & 18 other office chairs. (Form no.3140C960) © 1Sep60; KK154362.

Seat your secretary on cloud 3143; Goodform 3143 secretarial chair. (Form no.2850C) © 1Sep60; KK154312.

Vi-nel covering materials for Goodform aluminum chairs. C-60--C-74. © 1Aug60; KK154313.

GENERAL FOODS CORP. ©

Birds Eye Hawaiian holiday contest. Green beans & 3 other frozen foods. (In The New York times magazine, May 29, 1960, p.30-31) Appl. author: Young & Rubicam, Inc. © 29May60; KK153799.

Just a little bit better; Post Grape-Nuts. Betty Hutton. Appl. author: Benton & Bowles, Inc. © 1Jun60; KK154175.

Just a little bit better; Post-Tens. 8 cereals, ten packages. Ann Southern. Appl. author: Benton & Bowles, Inc. © 1Jun60; KK154174.

Just a little bit better; Post Toasties corn flakes. Danny Thomas. Appl. author: Benton & Bowles, Inc. © 1Jun60; KK154176.

New, baby foods in frozen instant form combine fresh-food benefits never before possible; Birds Eye. (In Lackawana County medical journal, May 1960, p.16) Appl. author: Benton & Bowles, Inc. © 2May60; KK152563.

New, Birds Eye frozen instant baby foods; unique new dry-freezing process. Strained applesauce & other baby foods. (In Syracuse post-standard pictorial, July 17, 1960, p.3) Appl. author: Benton & Bowles, Inc. © 17Jul60; KK154508.

You'll never believe these potatoes came from a box; Minute sliced potatoes. Potato salad. (In The Courier-Journal magazine, June 5, 1960, p.52) Appl. author: Foote, Cone & Belding. © 5Jun60; KK152658.

GENERAL FOODS CORP. PERKINS DIVISION.

New quick and quenchy Twist, instant soft drink kids can't resist. (In The Sunday telegram, July 10, 1960, comic section, pt.1, p.6) Appl. author: Doris Johnson McBrady. © General Foods Corp., Perkins Division (in notice: General Foods Corp.); 10Jul60; KK152909.

There's only one Kool-Aid; instant soft drink. (In Ebony, Aug. 1960, p.119) Appl. author: Leslie S. Mather. © General Foods Corp., Perkins Division (in notice: G.F.C.); 1Aug60; KK152829.

GENERAL MILLS, INC. ©

Assorted Spratt's dog biscuits. Net weight 1 lb. 8 oz. (Spratt's assorted dog biscuits) (Series no.1) © 12Feb60; KK153549.

Betty Crocker hot toasted 40% bran; goodness of bran in a hot wheat cereal. Net wt. 16 oz. (Series no.5) © 30Oct60; KK155775.

Betty Crocker Softasilk cake flour, bleached. Net wt. 2 lbs. (32 oz.) (Series no.70) © 9Mar59; KK153341.

Cheerios, goodness in toasted oat cereal. Family economy size. Net wt. 15 oz. (Series no.1) © 6Apr60; KK153348.

Cocoa puffs, goodness in chocolate flavor corn puffs; cereal. Net wt. 8 1/2 oz. (Series no.1) © 31Mar60; KK153351.

Corn Kix, goodness in crispy corn puffs; cereal. Net wt. 9 oz. (Series no.1) © 7Apr60; KK153342.

Frosty's. [Bear riding unicycle] © 30Oct60; KK155830.

Frosty O's, goodness in sugar-charged oat cereal. Net wt. 9 1/2 oz. (Series no.1) © 4Apr60; KK153350.

General G Mills country corn flakes with rice. (In Sioux Falls argus-leader, Oct. 26, 1960, p.26) © 26Oct60; KK155776.

Jets, goodness in sugar-toasted oats 'n wheat. Net wt. 10 oz. (Series no.1) © 30Mar60; KK152372.

Look what you get free, for three labels; 3 cans of Three Little Kittens all-fish cat food. (In The Indianapolis star) © 14Jul60; KK152634.

New assortment Pick-A-Pack; 10 fresh sealed packs. Trix & 5 other cereals. Net weight 9 3/4 ounces. (Series no.59) © 25Mar60; KK153352.

New assortment Pick-A-Pack; 10 fresh sealed packs. Wheaties & 5 other cereals. Net wt. 9 3/4 oz. (Series no.1) © 22Apr60; KK154423.

Smiles, goodness in sugar toasted oat and wheat puffs. Net wt. 10 oz.

(Series no.5) © 22Jul60; KK153830.

Spratt's cat food. Net weight 1 lb. 8 oz. (Series no.1) © 13Nov59; KK153547.

Spratt's kibbled dog food. Net weight 1 lb. 8 oz. (Series no.1) © 17Feb60; KK153548.

The 3 Little Kittens proudly present their Seafood Treat. (3 Little Kittens Seafood Treat pilot ad - straight product) (In The Youngstown vindicator, Oct. 20, 1960) © 20Oct60; KK154792.

The 3 Little Kittens proudly proclaim a 5¢ sale on both their cat foods. Complete cat food; all-fish cat food. (In Portland press herald, Apr. 14, 1960) © 14Apr60; KK152431.

Trix, goodness in fruit-flavor corn puffs. Net wt. 8 1/2 oz. (Series no.1) © 4Apr60; KK152373.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and Sleepy, the baby kangaroo. Net wt. 7 oz. (Series no.1D) © 18Apr60; KK153553.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and the animal circus. Net wt. 7 oz. (Series no.2D) © 26May60; KK153344.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and the buried treasure. Net wt. 7 oz. (Series no.1C) © 18Apr60; KK153552.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and the frozen pool. Net wt. 7 oz. (Series no.1F) © 18Apr60; KK153555.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and the lion who loved himself. Net wt. 7 oz. (Series no.1B) © 18Apr60; KK153551.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and the lost kitten. Net wt. 7 oz. (Series no.2F) © 26May60; KK153347.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and the tin soldiers. Net wt. 7 oz. (Series no.2B) © 26May60; KK153346.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and the unknown creature. Net wt. 7 oz. (Series no.2E) © 26May60; KK153343.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and the Wild West. Net wt. 7 oz. (Series no.2C) © 26May60; KK153345.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and Wilbur the monkey. Net wt. 7 oz. (Series no.1E) © 18Apr60; KK153554.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles and Wilbur's birthday. Net wt. 7 oz. (Series no.2A) © 26May60; KK153353.

Twinkles, the star-shaped cereal of toasted oats 'n corn. Twinkles, the amazing little elephant. Net wt. 7 oz. (Series no.1A) © 18Apr60; KK153550.

Wheaties, Breakfast of Champions; cereal. Regular size. Net wt. 8 oz. (Series no.1) © 14Apr60; KK153349.

GENERAL MOTORS CORP. DELCO PRODUCTS DIVISION. ©

Delco double acting shock absorber; engineered ride control. One. Appl. author: Roy S. Lutes. © 9Sep60; KK154536.

Superide shock absorber by Delco. Appl. author: Kenneth J. Mants. © 1Jul60; KK153275.

GENERAL PACKAGING PRODUCTS, INC. ©

From oven to home, Home Made white enriched bread. Net wt. 1 1/4 lbs. © 21Sep60; KK155833.

From oven to home, Softee white enriched bread. Net wt. 1 1/4 lbs. © 27Oct60; KK155834.

GENERAL WATER CONDITIONING, INC. ©

Miracle White water super concentrated softener. Net wt. 2 lb. 13 oz. © 14Oct60; KK154499.

GEORGE, MARY D. SEE Tee-Tots Co.

GEORGIA FRUITCAKE CO. ©

Little fruitcake. Net wt. one pound. Appl. author: Ira S. Womble, Sr. © 7Oct60; KK154225.

GERMAIN'S, INC. ©

Oxalis control for dichondra lawns. Also controls annual blue grass. 53-300-80. Net weight 5 oz. © 1Aug60; KK154086.

Twist-ems ties with exclusive positive lock; handy dispenser pak for home and garden use. Contents: spoon contains 150 usable feet. Appl. author: Ross Gast. © 6Jun60; KK153518.

GIBSON REFRIGERATOR SALES CORP.

Deluxe frost clear refrigerator-freezer with sculptured trimline styling. Model 9416R1. (Trimline refrigerator) (Form no.R1213) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 31Oct60; KK155545.

Deluxe market master refrigerator with sculptured trimline styling. Model 4514R1. (Trimline refrigerator) (Form no.R1209) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 28Oct60; KK155540.

Deluxe trimline refrigerator with sculptured trimline styling. Model 1510R1. (Form no.R1206) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 28Oct60; KK155538.

Deluxe trimline refrigerator with sculptured trimline styling. Model 2314R1. (Form no.R1207) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 28Oct60; KK155539.

Deluxe two-temp refrigerator-freezer with sculptured trimline styling. Model 5714R1. (Trimline refrigerator) (Form no.R1211) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 28Oct60; KK155542.

Electric dehumidifiers with sculptured trimline styling. Model DH-10 & 2 others. (Trimline dehumidifiers) (Form no.D1802) © Gibson Refrigerator Sales Corp., a subsidiary of Hupp Corp.; 7Oct60; KK155534.

Food freezer with sculptured trimline styling. Trimline food freezer. Model V522R1. (Form no.R1609) © Gibson Refrigerator Sales Corp., a subsidiary of Hupp Corp.; 7Oct60; KK155536.

Freeze-flo food freezer with sculptured trimline styling. Model V510R1. (Trimline food freezer) (Form no.R1605) © Gibson Refrigerator Sales Corp., a subsidiary of Hupp Corp.; 7Oct60; KK155532.

Freeze-flo food freezer with sculptured trimline styling. Model V514R1. (Trimline food freezer) (Form no.R1606) © Gibson Refrigerator Sales Corp., a subsidiary of Hupp Corp.; 7Oct60; KK155533.

Freeze-flo food freezer with sculptured trimline styling. Model V516R1. (Trimline food freezer) (Form no.1608) © Gibson Refrigerator Sales Corp., a subsidiary of Hupp Corp.; 7Oct60; KK155535.

Imperial market master refrigerator with sculptured trimline styling. Model 4614R1. (Trimline refrigerator) (Form no.R1210) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 28Oct60; KK155541.

Imperial two-temp refrigerator-freezer with sculptured trimline styling. Model 6415R1. (Trimline refrigerator) (Form no.R1212) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 31Oct60; KK155543.

Imperial two-temp refrigerator-freezer with sculptured trimline styling and new Gibson automatic ice master. Model 6515R1. (Trimline refrigerator) (Form no.R1214) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 31Oct60; KK155544.

Trimline refrigerator with sculptured trimline styling. Model 1410R1. (Form no.R1205) © Gibson Refrigerator Sales Corp., subsidiary of Hupp Corp.; 28Oct60; KK155537.

GILLETTE CO. ©

A century of contribution. On the 100th anniversary of the founding of the Massachusetts Institute of Technology, the Gillette Safety Razor Company wishes to express its sincere admiration. (In Boston Sunday herald, Oct. 30, 1960, special roto section, p.6) © 30Oct60; KK155128.

Christmas profits are in the bag with Gillette gifts; first super Blue Blade Christmas sure to smash the 1959 sales record of \$9,500,000. Gift set & 3 other items. (In American druggist, Sept. 5, 1960, p.77) © 5Sep60; KK153610.

Fastest growing instant lather of them all; foamy shaving cream with K-34. Regular or menthol cool. SC 259. © 15Aug60; KK153319.

Fastest growing instant lather of them all; foamy shaving cream with K-34. Regular or menthol cool 79¢. SS-37 © 29Aug60; KK153497.

Father's Day, June 19. Give Dad the Gillette adjustable razor with remarkable new super Blue Blades. OP94. © 20May60; KK153323.

50 Gillette super Blue Blades in dispensers. 340-137; 340-136; 340-135. © Gillette Co. (in notice: Gillette Safety Razor Co., a division of the Gillette Co.); 19Jul60; KK154746.

For matchless shaving comfort, Gillette adjustable razor with sensational new super Blue Blades. ADJ 2. © 15Aug60; KK153320.

For shaving comfort that's hard to believe. Gillette adjustable razor with new Gillette super Blue Blades. Both for \$1.95 with travel case. © 1Dec59; KK153442.

Free, 89¢ can Right Guard power-spray deodorant for men with Gillette adjustable razor and super Blue Blades. © 19May60; KK153322.

Give Gillette this Christmas. 30 Gillette super Blue Blades in dispensers. 340-141; 340-140. © Gillette Co. (in notice: Gillette Safety Razor Co., a division of the Gillette Co.); 19Jul60; KK154745.

GILLETTE CO.-Con.

Have you tried the new Gillette super Blue Blade? Here's shaving luxury you never had before. SS-36. © 29Aug60; KK153498.

Have you tried the new Gillette super Blue Blade? World Series trial offer: blades, razor and case, 89¢. WS 544. © 15Aug60; KK153324.

How to bring home the dollars; display Gillette's two World Series specials. Super Blue Blades in new 15-blade pack; super Blue Blade and super-speed razor. (In Chain store age, grocery ed., Aug. 1960, p.168-169) Appl. author: Maxon, Inc. © 30Jul60; KK153082.

How to bring home the dollars; display Gillette's two World Series specials. Super Blue Blades in new 15-blade pack; super Blue Blades and super-speed razor. (In Drug topics, Aug. 1, 1960, p.68-69) Appl. author: Maxon, Inc. © 1Aug60; KK152804.

How to bring home the dollars; display Gillette's two World Series specials. Super Blue Blades in new 15-blade pack; super Blue Blades and super-speed razor. (In Post exchange and commissary, Aug. 1960, p.2-3) Appl. author: Maxon, Inc. © 1Aug60; KK152805.

How to bring home the dollars; display Gillette's two World Series specials. Super Blue Blades in new 15-blade pack; super Blue Blades and super-speed razor. (In Variety store merchandiser, Aug. 1960, p.22-23) Appl. author: Maxon, Inc. © 1Aug60; KK152810.

Scarcely know there's a blade in your razor with the Gillette super Blue Blade. SB 3. © 15Aug60; KK153321.

So incredibly easy shaving that user after user asks his friends: Have you tried the new Gillette super Blue Blade? (In Leatherneck, Sept. 1960, p.7) © 25Aug60; KK153614.

So incredibly easy shaving that user after user asks his friends: Have you tried the new Gillette super Blue Blade? Razor; Blue Blades; travel case. (In The Sporting news, Aug. 24, 1960, p.21) Appl. author: Maxon, Inc. © 24Aug60; KK153455.

Special introductory offer; Right Guard power-spray deodorant for men. (In Chain store age, grocery ed., Aug. 1960, p.41) Appl. author: Maxon, Inc. © 30Jul60; KK153077.

Working for you all year 'round. Super Blue Blade. Larry Sherry, Los Angeles Dodgers & 5 other stars. (In Tobacco retailers' almanac, 1960-1961, p.25) © 15Oct60; KK154467.

You've never given this before: Gillette super Blue Blades with Gillette adjustable razor. (In Sales management, Sept. 10, 1960, p.120) © 10Sep60; KK153971.

GILLETTE SAFETY RAZOR CO. SEE Gillette Co.

GINETTE, MME. SEE Glass, Marjorie.

GLASS, JIM.

Strategic Houston. SEE National Bank of Commerce of Houston (Tex.)

GLASS, MARJORIE.

Bon appetit, enjoy Father's Day with How to be gourmet-wise; a guide to happy eating. © Marjorie Glass a.k.a. Mme. Ginette; 7Dec55; KK155889.

GLATT, HERBERT. SEE Magla Products.

GLENMORE DISTILLERIES CO. ©

Almost twice the age of most other premium bourbons; Old Kentucky Tavern. Col. Frank Thompson. (In Fort Lauderdale news, Sept. 23, 1960, p.1-C) Appl. author: Norman Wexler. © 23Sep60; KK154675.

Almost twice the age of most other premium bourbons; Old Kentucky Tavern. Tavern time; warm feeling, warm friendship and the welcome taste of America's very best bourbon. Col. Frank Thompson. (In Time, Nov. 7, 1960, p.36) Appl. author: Norman Wexler. © 2Nov60; KK154876.

Behind these 2 glasses is the biggest, brightest story in bourbon since Kentucky limestone water was discovered. Old Glenmore Silver Label. (In Indiana beverage life, Sept. 1960, p.5-8) Appl. author: Norman Wexler. © 1Sep60; KK154941.

Get almost twice the age of most other premium bourbons at no extra cost; Tavern '86. (In Fort Worth star-telegram, July 6, 1960, p.28) Appl. author: Norman Wexler. © 6Jul60; KK152589.

Get twice the age of most other premium bourbons, at no extra cost. Old Kentucky Tavern. (In Fort Lauderdale news, Aug. 12, 1960, p.1-C) Appl. author: Norman Wexler. © 12Aug60; KK153589.

Tavern' time, familiar places, favorite people, and America's very best bourbon. Almost twice the age of most other premium bourbons; Old Kentucky Tavern. Col. Frank Thompson. (In Sports illustrated, Oct. 31, 1960, p.4 of cover) Appl. author: Norman Wexler. © 27Oct60; KK154674.

Tavern time. Time for America's very best premium bourbon; Tavern '86'. (In Fort Worth star-telegram, July 22, 1960, p.17) Appl. author: Norman Wexler. © 22Jul60; KK152696.

Twice the age of most other premium bourbons; Old Kentucky Tavern. Col. Frank Thompson. (In Fort Lauderdale news, Oct. 7, 1960, p.2-C) Appl. author: Norman Wexler. © 7Oct60; KK154673.

GLENWOOD-INGLEWOOD CO. ©

Pure distilled water. (Distilled spring water) One-half gallon. © 1Jul60; KK152479.

GLIDDEN CO. ©

Now for the first time ... see for yourself how just a few light strokes of damp, soapy cloth remove smudges, even lipstick from the opposite page coated with Spred Satin. (In The Saturday evening post, Sept. 10, 1960, p.46-49) Appl. author: Meldrum & Fewsmith, Inc. © 6Sep60; KK154598.

Still the only wall paint you can really scrub; famous Spred Satin. Spred Lustre, all-purpose alkyd enamel. (In Life, Sept 19, 1960, p.102-103) Appl. author: Meldrum & Fewsmith, Inc. © 15Sep60; KK153746.

You've never used a house paint like this before. New latex Spred house paint ... takes all the inconvenience out of exterior painting. (In The Saturday evening post, June 11, 1960, p.14-15) Appl. author: Meldrum & Fewsmith, Inc. © 7Jun60; KK153383.

You've never used a house paint like this before. New latex Spred house paint ... takes all the inconvenience out of painting. (In Better homes and gardens, Sept. 1960, p.26) Appl. author: Meldrum & Fewsmith, Inc. © 16Aug60; KK153384.

GLIDELINE CORP. ©

Model 80 drafting machine; a precision instrument for lofting, lay-out and drafting. (Bulletin M80) Appl. authors: Gordon R. Snurr & Paul Blubaugh. © 21May60; KK153447.

GOLD SEAL CO. ©

New, multi-use Glass Wax, glass and metal cleaner; new formula, disinfects, too. Net contents: 13 fl. oz. © 29Aug60; KK153605.

GOLDEN ENTERPRISES, INC., OF FLORIDA. ©

Golden words; learn to speak, read, write English, French. (Phonograph record series, French, pt.2) Appl. author: Selma Lola Chambers. © 15Mar59; KK153380.

GONSALVES, J. P. ©

Lota disco; Tunga. Joli Gonsalves and the Co-Stars. © 1Aug60; KK153382.

GOOD NEWS FOUNDATION, INC. ©

Origin and development of the Bible, by Frederick Spencer Attwood. Book jacket. © 30Oct60; KK154715.

GOODERHAM & WORTS, LTD. ©

Announcing a new path to profit, turn to the light; here's the go sign that points to a new star in the light whiskey field. Seven Star. (In Illinois beverage journal, Sept. 1960, p.63) © 4Sep60; KK153689.

A new adventure in taste; turn to the light. Turn to lighter G & W Seven Star; enjoy an extraordinary whiskey. (In Buffalo evening news, Sept. 24, 1960, p.C-1) © 24Sep60; KK153937.

Open the door to a new experience; turn to the light. Seven Star, an extraordinarily light whiskey. (In Buffalo evening news, Nov. 5, 1960, p.C-1) © 5Nov60; KK154774.

Times change, tastes change. Turn to the light; Seven Star. Yesterday's whiskey no longer meets today's tastes. (In Buffalo evening news, Oct. 8, 1960, p.C-1) © 8Oct60; KK154172.

GOODMAN JEWELERS. ©

The new look in diamond rings; Star Dust series. Star Dust Rhythm & 6 other diamond rings. (In The Indianapolis Sunday star, July 24, 1960, p.2) Appl. author: Raymond Goodman. © 24Jul60; KK152697.

GOODRICH (B. F.) CO. ©

B. F. Goodrich traction express tires give fleet operator 50% more mileage than any other make. (In Fleet owner, Jan. 1959, p.12) © 5Jan59; KK155100.

These B. F. Goodrich traction express tires have traveled 127,000 miles, still going strong. (In Time, Feb. 16, 1959, p.1) © 16Feb59; KK155099.

GOUDY, ALICE E.

Here come the bees. SEE MacKenzie, Garry.

GOULD, JEROME.

You are invited to the Paul Masson champagne cellars in Saratoga, California to see how wine is aged and champagne is made. SEE Masson (Paul) Vineyards.

GOULD, WILLIAM L. SEE Research Supplies.

GOULD-NATIONAL BATTERIES, INC. ©

Battery selection chart. Types XLVZ-KTZ & others. © 31Jan60; KK154019.

Industrial truck Thirty type. Type XVLZ motive power & others. © 30Apr60; KK154018.

Installation and operating instructions for lead-calcium type batteries in independent telephone service. © 30Jun60; KK154017.

Installation and operating instructions for Plante and lead antimony type batteries in independent telephone service. © 30Jun60; KK154020.

Stationary auxiliary power and control Plante type. Types DPR-9 & others. © 30Apr60; KK154015.

Storage battery specification sheet for Lewis-Shepard electric trucks. © 31Jan60; KK154021.

Struc-steel battery racks selection chart; for stationary power applications. © 30Jun60; KK154016.

GOVERNMENT CONTRACTOR.

Do you have too many low men on your totem pole? © The Government Contractor, owned by Federal Publications, Inc.; 16Aug60; KK153420.

Profit from government contract business. © Government Contractor, owned by Federal Publications, Inc.; 23Jun60; KK152543.

This plane flew on one sheet of paper; only 248 words were used in the text of the Army's 1908 contract for the Wright Brothers' heavier-than-air flying machine. © The Government Contractor, owned by Federal Publications, Inc.; 3Aug60; KK153419.

GRACE BROS. BREWING CO. ©

Brown Derby lager beer. Net contents 12 fluid ounces. © 11Apr60; KK154012.

GRAIN PROCESSING CORP. ©

Keep distillers solubles in your feeds all summer long; Solulac, a fermentation product rich in unidentified growth factors. (In Feedstuffs, July 30, 1960, p.29) Appl. author: Dick Balzer. © 30Jul60; KK155050.

100,000 reasons Solulac is always your most economical source of unidentified growth factors. (In Feedstuffs, Oct. 1, 1960, p.63) Appl. author: Dick Balzer. © 10Oct60; KK155506.

One twenty ton reason Solulac is always your most economical source of unidentified growth factors. (In Feedstuffs, Jan. 30, 1960, p.71) Appl. author: Dick Balzer. © 30Jan60; KK155048.

Overtime reasons Solulac is always your most economical source of unidentified growth factors. (In Feedstuffs, Mar. 26, 1960, p.77) Appl. author: Dick Balzer. © 26Mar60; KK155046.

3,650,000 bushels of reasons Solulac is always your most economical source of unidentified growth factors. (In Feedstuffs, Feb. 27, 1960, p.47) Appl. author: Dick Balzer. © 27Feb60; KK155049.

6,000,000 wine gallons of reasons Solulac is always your most economical source of unidentified growth factors. (In Feedstuffs, Mar. 12, 1960, p.101) Appl. author: Dick Balzer. © 12Mar60; KK155047.

GRANAT, ALBERT. SEE Active Screw & Manufacturing Co.

GRAND AWARD RECORD CO., INC. ©

Bongos, flutes, guitars; stereo. Performances by Los Admiradores. (Command records, RS 812 SD) © 8Aug60; KK155851.

Enoch Light and the light brigade. Big, bold and brassy, percussion in brass. Command records. (Stereo, RS 818 SD) © 23Nov60; KK155931.

GRAPHIC FASHIONS. ©
Vacation and travel guide.
© 10Oct60; KK155413.

GRAY (DOROTHY) LTD. ©

Most natural beauty in the history of make-up created with new Sheer Velvet. Pressed powder; make-up foundation. (In McCall's, Sept. 1959) Appl. author: McCann-Erickson, Inc. © 21Aug59; KK152353.

Wear the new face of fashion; new eyes, new lips by Dorothy Gray. Eye duo pencils & 3 other cosmetics. (In McCall's, Oct. 1959) Appl. author: McCann-Erickson, Inc. © 21Sep59; KK152366.

GREEN GIANT CO. ©

The big green man and the little green people. Cream style corn & other brands. (In The New Yorker, Mar. 12, 1960, p.129) Appl. author: Leo Burnett Co., Inc. © 10Mar60; KK153302.

The big green man even harvests his peas by moonlight to get them at the fleeting moment of perfect flavor. (In This week magazine, Feb. 21, 1960, p.3) Appl. author: Leo Burnett Co., Inc. © 21Feb60; KK153303.

The big green man feeds his peas special diets to get them to a big size at a very young age. (In This week magazine, Jan. 17, 1960, p.30) Appl. author: Leo Burnett Co., Inc. © 17Jan60; KK153307.

The big green man now adds the white to the gold. Niblets; shoe peg white corn. (In Ladies' home journal, Feb. 1960, p.144) Appl. author: Leo Burnett Co., Inc. © 26Jan60; KK153299.

The big green man puts 4 pedigreed ears in every can of quick-cooked Niblets brand corn. (In This week magazine, Mar. 20, 1960, p.3) Appl. author: Leo Burnett Co., Inc. © 20Mar60; KK153308.

The big green man puts his brand on a new one; peas with tiny imported onions. (In Sunset, Mar. 1960, p.102) Appl. author: Leo Burnett Co., Inc. © 25Feb60; KK153306.

The big green man quick-cooks his Niblets brand corn to save flavor and nutrition and vacuum packs it for crispness. (In This week magazine, Feb. 7, 1960, p.21) Appl. author: Leo Burnett Co., Inc. © 7Feb60; KK153304.

The Green Giant gives you fresh country flavor in a steam table pack, institutional sizes, of course; Kounty Kist. Peas; corn. (In Institutions magazine, Apr. 1960, p.75) Appl. author: Leo Burnett Co., Inc. © 25Mar60; KK153305.

The Green Giant gives you 2 cans free just for trying new Niblets brand corn 'n' beans. (In The Lincoln star, June 3, 1960, p.3) Appl. author: Leo Burnett Co. © 3Jun60; KK153296.

Little peas that challenge the French; Le Sueur. (In The New Yorker, Jan. 16, 1960, p.97) Appl. author: Leo Burnett Co., Inc. © 14Jan60; KK153300.

Little peas with posh; Le Sueur. (In The New Yorker, Apr. 9, 1960, p.146) Appl. author: Leo Burnett Co., Inc. © 7Apr60; KK153298.

Max Shulman on The fleeting moment of perfect flavor. Peas. Le Sueur. (In The New Yorker, Apr. 16, 1960, p. 58-59) Appl. author: Leo Burnett Co., Inc. © 14Apr60; KK153310.

New breakfast idea from the Green Giant, golden corn pancakes. You fix 'em in a shake with Aunt Jemima

pancake mix and Niblets brand corn. (In Sunday news, New York, Feb. 14, 1960, coloroto, p.39) Appl. author: Leo Burnett Co., Inc. © 14Feb60; KK153309.

Niblets corn goes continental in a new and easy chafing dish recipe; corn aux champignons. (In Life, Apr. 25, 1960, p.62-63) Appl. author: Leo Burnett Co., Inc. © 21Apr60; KK153301.

Special offer just for treating yourself to the Green Giant's new beans. (In The Milwaukee journal, Feb. 24, 1960, p.2) Appl. author: Leo Burnett Co., Inc. © 24Feb60; KK153297.

GREENBERG, CHARLOTTE JEAN. SEE Food-Tang Laboratories.

GREENBERG (IRVING) INC. ©

Swagger, the sport trouser. Service from stock, season 1960-61. Stanton; Swagger. No.1820 & others. Appl. author: Will Kaplan Advertising. © 15Sep60; KK154358.

GRIER CORP. ©

Chocolate pudding. 16 ounces. Appl. author: Carl M. Heintz, Sr. © 8Feb60; KK155357.

GRISWOLD CONTROLS. ©

Flow control valve, model 10, cycloc body, 2-32 psi pressure absorption range. © 14Nov60; KK155881.

GROGAN ENTERPRISES. ©

Revolutionary new game, perfect for gifts; Smad. (In Louisiana press journal, Oct. 11, 1960, p.3) © 11Oct60; KK154839.

GROLIER SOCIETY, INC. ©

Still the greatest 50 years, and 9 million friends later. The Book of Knowledge, the children's encyclopedia. (In Look, Oct. 11, 1960, p.3) Appl. author: Doyle Dane Bernbach, Inc. © 27Sep60; KK154692.

GROVE LABORATORIES, INC. ©

Assure, new medical discovery brings truly effective relief for menstrual discomfort at every stage. [Front view of head & shoulders of woman] (In Peoria journal star, Nov. 15, 1960, p.A-15) © 15Nov60; KK155551.

Assure, new medical discovery brings truly effective relief for menstrual discomfort at every stage. [Left profile of woman] (In The Indianapolis star, Nov. 1, 1960, p.7) © 1Nov60; KK155550.

Assure, new medical discovery brings truly effective relief for menstrual discomfort at every stage. [Right profile of woman with hand under chin] (In Peoria journal star, Nov. 8, 1960, p.A-10) © 8Nov60; KK155549.

GUARDIAN. SEE Guardian Better-Pak Corp.

GUARDIAN BETTER-PAK CORP.

Not a gimmick, not a gadget, the all-purpose Storer hamper. By Emanuel J. Bly. © Guardian, accepted alternative designation of Guardian Better-Pak Corp.; 2May60; KK152601.

H

H & L PRODUCTS.

Spray adhesive tape remover. 12-oz.

© H & L Products, a division of Alconox, Inc.; 25Nov60; KK155916.

Spray bandage with neomycin. 12-oz.

© H & L Products, a division of Alconox, Inc.; 25Nov60; KK155914.

Spray room deodorant. 12-oz. © H & L Products, a division of Alconox, Inc.; 25Nov60; KK155913.

H & L PRODUCTS.-Con.

Spray skin freeze. 12-oz. © H & L Products, a division of Alconox, Inc.; 25Nov60; KK155918.

Spray skin protector. 12-oz. © H & L Products, a division of Alconox, Inc.; 25Nov60; KK155917.

Spray tincture of benzoin. 12-oz. © H & L Products, a division of Alconox, Inc.; 25Nov60; KK155915.

H & R CREATIONS.

Plastic high impact, styrene tossin' cards; fascinating card throwing game. © H & R Creations, a partnership consisting of Robert D. Hahn & John N. Ramsey; 11Jul60; KK152813.

H.B.C., INC. SEE Hills Bros. Coffee, Inc.

H. C. C., INC. SEE Hydroponic Chemical Co., Inc.

H. D. C. SEE Collins, Harold Dean.

H. F. & CO. SEE Fishlove (H.) & Co.

H.O.P., INC. SEE House of Perfection, Inc.

H.W. CO. SEE Hamilton Watch Co.

HACKNEY, JOHN W. ©

Fly TCA, most people do. Plan-a-trip. Canada. © 14Oct60; KK154656.

HAGEL, EUGENE M. ©

Sunshine salt, the salt you can see. © 10Aug60; KK153437.

HAHN, ROBERT D. SEE H & R Creations.

HAIRSTRATE, INC. SEE Summit Laboratories.

HALL (ROBERT) CLOTHES, INC. ©

Campus or career, be fashion-smart and budget-wise in Jane Hunter separates. (In Glamour, Aug. 1960, p.106-107) © 19Jul60; KK153206.

HALLAMORE ELECTRONICS.

Tape specifications; manual tape simulator model 0359. © Hallamore Electronics Division, Siegler Corp.; 15Jul60; KK152569.

HALLAMORE ELECTRONICS DIVISION, SIEGLER CORP. SEE Hallamore Electronics.

HAM, INC. ©

Recipe for cooking a Smithfield ham. Appl. author: W. G. Robinson. © 29Oct60; KK154588.

HAMILTON BEACH.

The newest treasure from Hamilton Beach; new slim-lined, tapered elegance, lifetime beauty of stainless steel. Automatic coffeemaker. (In Better homes & gardens, Oct. 1959, p.3 of cover) Appl. author: Clinton E. Frank, Inc. © Hamilton Beach, a division of Scovill Mfg. Co.; 20Oct59; KK153111.

HAMILTON MANUFACTURING CO. ©

Only Hamilton has twin air-stream drying and one million women have proven it best. Automatic washers; twin air-stream dryers. (In Ladies' home journal, Oct. 1959, p.180-181) © 25Sep59; KK153226.

HAMILTON WATCH CO. ©

Continuous time, symbol of the world we live in. (In National geographic magazine, Nov. 1960, p.1) Appl. author: N. W. Ayer & Son, Inc. © 20Oct60; KK155529.

HAMM (THEO.) BREWING CO. ©

From the land of sky blue waters. Blizzard scene. Appl. author: Campbell-Mithun, Inc. © 1Jul60; KK152749.

From the land of sky blue waters. [Cookout scene of two frankfurters on roasting stick, moon shining on water, glass of beer] Appl. author: Campbell-Mithun, Inc. © 1Oct60; KK154191.

From the land of sky blue waters. [Cool off scene with glass of beer in snow-laden tree by stream] Appl. author: Campbell-Mithun, Inc. © 16Aug60; KK153499.

From the land of sky blue waters. [Two glasses of beer among snowy holly branches beside lake; holiday poster] Appl. author: Campbell-Mithun, Inc. © 16Nov60; KK154951.

HAMMOND ORGAN CO. ©

Famous organists and the Hammond organ. Gaylord Carter marvels at its endless and subtle tonal effects. (In International musician, July 1960, p.11) Appl. author: Young & Rubicam, Inc. © 1Jul60; KK153868.

Famous organists and the Hammond organ. Jackie Davis likes its limitless tones. (In International musician, May 1960, p.15) Appl. author: Young & Rubicam, Inc. © 1May60; KK153791.

For immediate release. Chicago: it was announced here tonight ... the biggest and the costliest, underscore biggest and costliest, advertising campaign ever undertaken by Hammond during the fall selling season. (In Piano trade magazine, Aug. 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Aug60; KK154964.

Miss Vanderbilt, meet the Extravoice organ. Endorsed by Amy Vanderbilt. (In Piano trade magazine, June 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Jun60; KK154962.

The new Hammond Extravoice organ \$895, only \$25 down. Another fine Hammond model for the school, the Hammond spinet organ. (In School management, May 1960, p.51) Appl. author: Young & Rubicam, Inc. © 23Apr60; KK153796.

New ideas sell organs and these are new from Hammond. Extravoice organ; self-contained organ. (In PTM, May 1960, cover) Appl. author: Young & Rubicam, Inc. © 1May60; KK153794.

Now, an acoustically engineered tone cabinet inside the organ. (In Diapason, July 1, 1960, p.25) Appl. author: Young & Rubicam, Inc. © 1Jul60; KK153787.

Now even the smallest church can afford a Hammond organ; Extravoice. (In The Improvement era, July 1960, p.523) Appl. author: Young & Rubicam, Inc. © 25Jun60; KK153792.

Richer in musical resources than organs costing twice as much. (In Extension, Oct. 1960, p.23) Appl. author: Young & Rubicam, Inc. © 10Sep60; KK154967.

A salute to Hammond dealers on the 25th anniversary of the Hammond organ. (In Piano trade magazine, July 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Jul60; KK154963.

Sounds wonderful, plays anything, moves anywhere, and costs less; Extravoice organ. Another fine Hammond model for the school, the Hammond spinet organ. (In School management, June 1960, p.87) Appl. author: Young & Rubicam, Inc. © 23May60; KK153795.

A special Hammond organ invitation: take your choice and either way, you'll play by Christmas. [Salesman & woman; couple with daughter] (In

Ebony, Oct. 1960, p.37) Appl. author: Young & Rubicam, Inc. © 16Sep60; KK154966.

A special Hammond organ invitation: take your choice and either way, you'll play by Christmas. [Salesman & woman; couple with son & daughter] (In National geographic, Oct. 1960) Appl. author: Young & Rubicam, Inc. © 1Oct60; KK154965.

A successful store image demands identification with a highly accepted national brand image. (In PTM, Apr 1960, cover) Appl. author: Young & Rubicam, Inc. © 1Apr60; KK153786.

This is the Hammond chord organ. The Hammond chord organ in provincial. (In Life, Apr. 11, 1960, p.131) Appl. author: Young & Rubicam, Inc. © 7Apr60; KK153798.

This is the new Hammond self-contained organ. The new Hammond self-contained organ in walnut. (In Ebony, May 1960, p.12) Appl. author: Young & Rubicam, Inc. © 15Apr60; KK153797.

What is a Hammond organ? The Hammond spinet organ, \$1350, F.O.B. Chicago. (In House beautiful, July 1960, p.5) Appl. author: Young & Rubicam, Inc. © 21Jun60; KK153793.

Your first Hammond organ lesson free if you mail this coupon before August 1, 1960. Extravoice organ. (In Reader's digest, June 1960, p.6-7) Appl. author: Young & Rubicam, Inc. © 21May60; KK153788.

HAND (PETER) BREWERY CO. ©

Our service and products help you produce better feeds. The Peter Hand Foundation acts as your clearing house on nutritional developments. (In Feedstuffs, Apr. 6, 1957, p.3) © 6Apr57; KK154096.

HANEBERG, H. H. ©

Southern fried pies; delicious real fruit. (In Medina County gazette, Dec. 15, 1960, section 2, p.6) © 15Dec60; KK155604.

HANNA-BARBERA PRODUCTIONS. ©

Quick Draw McGraw. 63 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4429:29) © 27Jul60; KK154295.

Quick Draw McGraw private eye game. For ages 5 to 12. 4001. By Milton Bradley Co. © 27Feb60; KK153888.

HANSON, CARL A. SEE Triangular Point Safety Pin Co.

HANSON, HARVEY. ©

The Royal Gift story. Gift certificate. Appl. author: Mrs. Merville Klindera. © 12Sep60; KK153716.

HANSON-WHITNEY CO. ©

How to use taps. Table G. Appl. author: Lewis H. Whitney. © 25Nov60; KK155202.

HANTOVER, BRUCE. ©

New low prices, new combinations; do-it-yourself pumice brick, a home improvement project for the entire family. (In Seattle post-intelligencer, July 11, 1960, p.28) © 11Jul60; KK152633.

HAPCO. SEE Dole Corp.

HARDESTY (R. H.) CO., INC. ©

Company A. Replica of the original mini-ball cartridge box used in the Civil War. Candy net weight 8 oz. © 26Apr50; KK151265. (See also Hardesty (R. H.) Co., Inc.; 26Apr60; KK152839)

Company A. Replica of the original mini-ball cartridge box used in the Civil War. Candy net weight 8 oz. © 26Apr60; KK152839. (See also Hardesty (R. H.) Co., Inc.; 26Apr50; KK151265)

HARDY (CHARLES G.) INC. ©
VolKor-Rok from the core of the volcanoes; volcanic cinders. 20 lbs. © 12Jun59; KK154040.

HARMA, WILLIAM S.
Comprehensive guide, United States government import-export forms. SEE Customs Consultants.

HARRIS, ARTHUR ORR. SEE Dynamics of Selling System.

HARRISON, JOHN J. SEE Dunkit Systems.

HARVEY FAMOUS CARTOONS. ©
Casper the Friendly Ghost fun box. 4 to 9 years. 6089. Fun books, game, stencil art set with pencil & four crayons, stand-ups. By Saalfeld Pub. Co. © 16Jul60; KK154456.

Harvey-Toon TV flannel funnies; toy. 3 to 10 years. 6064. Large flock-o board, 50 flannel-backed pushouts. By Saalfeld Pub. Co. © 20May60; KK154455.

Harvey-Toon tinkle toy stuffies. 4 to 9 years. 6062. Six front-and-back toys, shaped stuffing, tipped lacings & bells. By Saalfeld Pub. Co. © 20May60; KK154539.

Herman and Katnip game box. 5710. 2 cat-and-mouse games, folding board, 24 die-cut playing pieces & dice. By Saalfeld Pub. Co. © 17Oct60; KK154753.

Little Audrey's Harvey-Toon sewing cards. 3 to 7 years. 6061. 14 punched cards, 14 tipped laces. By Saalfeld Pub. Co. © 16Jul60; KK154650.

HARVIC MANUFACTURING CORP. ©
The ETCO oven, the last word in baking and roasting perfection. © 22Sep60; KK155370.

Put them all together, they spell ETCO; for baking and roasting perfection, a universal all-purpose oven. NM: additions. © 8Nov60; KK155369.

HAWAIIAN PINEAPPLE CO., LTD. ©
Dole ABC breakfast juice, vitamins A1, B6 and C added. Pineapple-grapefruit frozen concentrate, no sugar added. Net contents 6 fl. oz. © 12Aug60; KK154139.
Dole fancy Hawaiian sliced pineapple. Net wt. 6 lbs. 13 oz. © 7Jul60 (in notice: 1956); KK154138.
Palm Island Hawaiian pineapple crushed. Net wt. 6 lbs. 11 oz. © 21Jun60; KK152649.
Ukulele Hawaiian broken sliced pineapple in light syrup. Net wt. 6 lbs. 11 oz. © 7Jul60 (in notice: 1956); KK152673.

HAWK MODEL CO. ©
Cobra Mark II, flying air car. Instruction sheet. (Kit no. 154-150) © 16Aug60; KK154530.
Cobra Mark II, flying air car. (Operating plastic models, no. 154-150) © 16Aug60; KK154531.

HAYDON (A. W.) CO. ©
Another first, the only electro-reliable a.c. timing motor. (In Electromechanical design, June 1959, p.29) © 10Jun59; KK152336.

HEADS & THREADS, INC. ©
A stainless reputation. Imported stainless steel split lock washers; type 302. Current prices as of April, 1960, f.o.b. © 21May60; KK153822.

We're moving, Nov. 2, 1959. Your best move is to call Eastern Heads & Threads, Inc. © 28Oct59; KK155221.

You can have our machine screw nuts for peanuts. Current prices as of July 11, 1960. © 8Aug60; KK153821.

HEATTER-QUIGLEY PRODUCTIONS, INC. ©
Video village game. Based on the popular CBS television program. For ages 10 to adult. 4060. By Milton Bradley Co. © 15Nov60; KK155897.

HEIL, HENRY. ©
Bar-Bits, Italian style sausage. 25 count, 16 ozs. © 1Aug60; KK153615.

HEKMAN BISCUIT CO. SEE United Biscuit Co. of America.

HERCULES POWDER CO. ©
Product data. Appl. author: F. E. Schmitt, Jr.
No.
102-1. Pro-fax polypropylene. © 14Oct60; KK154837.
215-1. Petrex 130H-60T, a coester of Petrex acid and hydrogenated rosin. © 14Oct60; KK154838.
249. Hercoflex 900, a polymeric plasticizer. © 28Jun60; KK152530.
401-2. Natrosol 250, a nonionic water-soluble cellulose ether. © 15Aug60; KK154003.
407-1. Ceron N, AN, and CN, water-soluble derivatives of natural polymers. © 7Jun60; KK153354.
707. Solvenol no.1, a powerful terpene hydrocarbon solvent. © 15Jul60; KK154010.
708. Solvenol no.2, a powerful terpene hydrocarbon solvent. © 15Jul60; KK154009.
709. Alpha-Pinene, a bicyclic terpene. © 15Jul60; KK154008.
710. Wood rosins; K, M, N, and WG color grades. © 15Jul60; KK154007.
711. Acetone. © 25Jul60; KK154006.

803. Anhydrous ammonia, a colorless alkaline compound of nitrogen and hydrogen. © 21Jun60; KK152668.
803-1. Anhydrous ammonia. © 25Jul60; KK154004.
810. Ammonium nitrate. © 15Aug60; KK154005.
812. Nitroform, a long-lasting nitrogen fertilizer. © 21Sep60; KK154279.

Product data. Appl. author: Frederick E. Schmitt, Jr.
No.
705-1. Turpentine, a widely used solvent and thinner. © 11Jul60; KK153279.

801. Methanol. © 20Jul60; KK153277.
802. Nitrogen tetroxide. © 20Jul60; KK153278.
804. Aqua ammonia. © 20Jul60; KK153280.
805. Urea solutions. © 20Jul60; KK153284.
806. UN-32, urea-ammonium nitrate solution. © 20Jul60; KK153281.
807. Nitric acid. © 20Jul60; KK153285.
808. Red fuming nitric acid. © 20Jul60; KK153283.
809. Ammonium nitrate solutions. © 20Jul60; KK153282.

HERRON, CHARLES. SEE Herron Industries.

HERRON INDUSTRIES.
French formula hoof dressing. © Charles Herron d.b.a. Herron Industries; 1Nov60; KK155531.

HERSHEY CREAMERY CO. ©
Tallyho ice cream; chocolate marshmallow. One pint liquid. © 15Jun60; KK152279.

HERTZ RENT A CAR.
I just discovered how easy it is to rent a car from Hertz. (In The New Yorker, Nov. 7, 1959) Appl. author: Norman, Craig & Kummel, Inc. © Hertz Rent A Car, div. of Hertz Systems, Inc.; 5Nov59; KK155409.

HERTZ SYSTEM, INC. HERTZ RENT A CAR. SEE Hertz Rent A Car.

HEYDEN NEWPORT CHEMICAL CORP. ©
Nuodex hydrogenation catalyst; Super Cat. Fanciful picture of a cat and chemical symbols. © 2Dec59; KK154189.

HEYER, INC. ©
Conqueror paper folder. © 15Apr60; KK154752.

HIBBS, R. M. ©
Foil, colorless, non-inflammable, odorless disinfectant, deodorizer, sanitizer, and antiseptic solution. © 40Oct60; KK154629.

HICKOK MANUFACTURING CO. ©
Hickok golden age; the grandeur of classic Greece finds new expression in the glorious Hickok golden age. Trojan horse dresser caddy & other jewelry, belts, accessories & gifts. (In Esquire, Nov. 1960, p.167) Appl. author: Kastor, Hilton, Chesley, Clifford & Atherton, Inc. © Hickok Manufacturing Co. k.a. Hickok; 18Oct60; KK154924.
Hickok golden age of personalized elegance; for the man who likes to see both of his initials on his accessories. Crusader dual initial; Lancer single initial. (In Esquire, Oct. 1960, p.77) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 20Sep60; KK154529.

HI-FLIER MANUFACTURING CO. ©
Genuine Hi-Flie kite winder. 10¢. © 1Sep60; KK153972.

HILL, JOHN W.
Should your child go into public relations. SEE New York Life Insurance Co.

HILL CHEMICAL CO. ©
Coilac lubricant booster for all piston engines, transmissions, differentials. Contents 16 fluid ounces. © 28Sep60; KK154361.

HILLS BROS. COFFEE, INC. ©
Richer, stronger. Wherever, however, you make your coffee, you'll like it better when it's made with Hill Bros. coffee. (In Herald express, Los Angeles, Sept. 21, 1960, p.C8) Appl. author: N. W. Ayer & Son, Inc. © 21Sep60; KK155101.
Richer, stronger, pound lasts longer. Any way you make your coffee, you'll like it better when it's made with Hills Bros. coffee. (In Life, June 13, 1960, p.55) Appl. author: N. W. Ayer & Son, Inc. © 13Jun60; KK153540.

HINTERMEISTER, HENRY J.
Home again Mike. SEE Du Pont De Nemours (E. I.) & Co., Inc.

HIRSCH (B. F.) INC. ©
Wedding ring masterpieces; bridal ring masterpieces. A150 two-tone & other rings. NM: additions. © 1Jul60; KK152575.

HIRSH (S. A.) MANUFACTURING CO. ©

Extra shelf space in any room with door 'n wall shelves. Appl. author: David Shulman. © 7Jul60; KK152400.

Important promotional news from Hirsh; new, all steel work & hobby bench. Model no. W102. Appl. author: David Shulman. © 6Sep60; KK154497.

Lowest prices ever; steel storage units for basements, utility rooms, garages. 72" high, 36" wide, 12" deep. Appl. author: David Shulman. © 22Jun60; KK153294.

Need more storage space? Shelf-It-All steel shelving; plus new plastic guards. Appl. author: David Shulman. © 29Jun60; KK152328.

New, 3 shelf door 'n wall; solves every family's storage problems. Model A-318C; A-318W. Appl. author: David Shulman. © 12Sep60; KK154495.

Now, 12 1/2 sq. ft. of extra display space where and when you need it, with Hirsh folding display tables. Appl. author: David Shulman. © 4Oct60; KK154496.

HOAGUE-SPRAGUE CORP. ©

Custom grade Charmers by Consolidated. C-1019-B LN. © 10Aug60; KK154397.

Gay Walkers, shoes by Sa-Lon.

G-1012-B. © 1Aug60; KK154395.

Inspired by Mr. Alfred; couturier finesse. M-4010-B. © 23Aug60; KK154396.

Mr. Easton, Ltd. M-4007-B. © 31May60; KK153264.

Rugged Juans; like piston rings, shoes wear out too. R 4007. © 13Jun60; KK153263.

Society Hill Debs; Paris, London, Rome. S-7043-B. © 10Aug60; KK154437.

Star-craft. They see the box first. S-7028-B. © 13May60; KK152587.

Treadeasy technicians. They see the box first. T-7017-B. © 11Mar60; KK152586.

Trojan. T-7006. © 13Jun60; KK154453.

HODGE, CHARLES V. SEE Hodge Chemical Co.

HODGE CHEMICAL CO.

Tops, all purpose cleaner and deodorizer. © Charles V. Hodge, sole owner of Hodge Chemical Co. 8Jul60 (in notice: 1959); KK152994.

HOFFMAN BEVERAGE CO. ©

Kids all love the Hoffman tree, real fruit flavors with vitamin C. Tree and bottles. © 15Apr60; KK152891.

Kids all love the Hoffman tree, real fruit flavors with vitamin C. Tree and flavor list. © 15Apr60; KK152890.

Kids all love the Hoffman tree, real fruit flavors with vitamin C. Tree, bottles and fence. © 15Apr60; KK152889.

Sparkling club soda. Cont. 1 pt. 13 fl. oz. Appl. states prev. pub. 13Apr50, KK48142. NM: revision. © 1Jul59; KK154783.

Sparkling Hoffman pale dry ginger ale. Cont. 1 pt. 13 fl. oz. Appl. states prev. pub. 18Jul50, KK51608. NM: revision. © 25Feb60; KK153519.

HOME FEDERAL SAVINGS & LOAN ASSN. OF

EAST ROCHESTER, N. Y.

Steady Saver invites you. Come to the grand opening of Home Federal Savings & Loan Association's Canandaigua office. Ovenware set & other gifts. Appl. author: Francis M. Bradley. © Home Federal Savings & Loan Assn. of East Rochester; 14Sep60; KK154341.

HOME FEDERAL SAVINGS & LOAN ASSN. OF SAN DIEGO, CALIF.

The master calendar of San Diego County; July 1960. Save as you've never saved before with Home Federal's handy, wallet-size Saver card. © Home Federal Savings & Loan Assn. of San Diego; 1Jul60; KK153417.

Save as you've never saved before with Home Federal's handy, wallet-size Saver card. (In The San Diego union, July 3, 1960, p.c8) © Home Federal Savings & Loan Assn. of San Diego; 3Jul60; KK152921.

Save as you've never saved before with Home Federal's handy, wallet-size Saver card; savings accounts. (In The San Diego union, June 27, 1960, p.a18-19) © Home Federal Savings & Loan Assn. of San Diego; 27Jun60; KK152919.

You have your choice of savings accounts; Saver card or regular pass-book. (In The Evening tribune, San Diego, Calif., July 7, 1960, p.a-13) © Home Federal Savings & Loan Assn. of San Diego; 7Jul60; KK152920.

HOSPITAL DIVISION, JOHNSON & JOHNSON. SEE Johnson & Johnson. Hospital Division.

HOST RESTAURANT. SEE Warren-Moran-Harper, Inc.

HOUSE OF PERFECTION, INC. ©

Wrap-around terry Leisure-All. © 15Sep60; KK154750.

HOUSE OF SEAGRAM, INC. CALVERT DISTILLERS CO. SEE Calvert Distillers Co.

HUDSON (H. D.) MANUFACTURING CO. ©

It's a promise from Hudson; sprayers and dusters. (In Successful farming, Apr. 1960, p.92-93) © 22Mar60; KK152597.

Live outside and love it; sprayers and dusters. (In Good Housekeeping, May 1960, p.192) © 21Apr60; KK152595.

Preserve your lovely scene at a fraction of its cost; sprayers and dusters. Suburban; Matador. (In Flower grower, Mar. 1960, p.108) © 15Feb60; KK152598.

Use them anywhere on the farm, Hudson small power sprayers. Comando; Peerless. (In Farm journal, Western ed., Mar. 1960, p.96B) © 23Feb60; KK152596.

HUGHES, HAROLD FRED. ©

Ask for one dollar tickets, redeemable at 1% in trade, a product of Dollar Ticket Advertising Co. Hughes Dry Goods Co. (In Stroud American, Sept. 22, 1960, p.5) © 22Sep60; KK154192.

Ask for one dollar tickets when you buy here. Hughes Dry Goods Co. (In Stroud American, Aug. 25, 1960, p.2) © 25Aug60; KK153806.

We give one dollar tickets, redeemable at 1% in trade, and you'll like one dollar tickets. Hughes Dry Goods Co. (In Stroud American, Nov. 10, 1960, p.7) © 10Nov60; KK155172.

HUMBLE OIL & REFINING CO. ©

Carter changes its sign; Enco. (In The Daily Missoulian, Sept. 9, 1960, p.11-12) Appl. author: McCann-Erickson. © 9Sep60; KK155594.

I go Enco. Enco comes from Humble, America's leading energy company. (In The Spokesman-review, Sept. 12, 1960, p.7) Appl. author: McCann-Erickson. © 12Sep60; KK155593.

HUPP CORP. GIBSON REFRIGERATOR SALES CORP. SEE Gibson Refrigerator Sales Corp.

HURON, JAMES W. SEE Auto Mate Corp.

HUTCHINSON & CO. ©

Scro-Grill, latest luxury initials; all aluminum monograms fits all standard grills. Appl. author: Robert H. Hutchinson. © 1Jan59 (in notice: 1960); KK153659.

HUXTABLE, ROBERT B. SEE Sugar Bush Supplies Co.

HYDROJET MARINE CORP. ©

Hydrojet marine propulsion. © 24Oct60; KK154818.

HYDROPONIC CHEMICAL CO., INC. ©

BUGONEX African violet bug killer spray. Net weight 15 av. ozs. © 14Jul60; KK155220.

BUGONEX ant & roach bug killer spray. Net weight 10 av. ozs. © 12Jul60; KK155219.

BUGONEX house plant bug killer spray. Net weight 15 av. ozs. © 12Jul60; KK155218.

BUGONEX rose & plant bug killer spray. Net weight 15 av. ozs. © 14Jul60; KK155217.

CATONEX cat repellent indoor, outdoor spray. Net weight 5 av. ozs. © 21Jul60; KK155216.

DOGONEX dog repellent indoor spray. Net weight 5 av. ozs. © 21Jul60; KK155215.

DOGONEX dog repellent outdoor spray. Net weight 15 av. ozs. © 20Jul60; KK155214.

NOBONEX No-Nib'l rabbit repellent for plants, flowers, shrubs. Contents 6 oz. net weight. © 20Jun60; KK155209.

PANONEX all purpose planter mix. Vol. contents 4 qts., net weight 10 ounces. © 11Feb60; KK155210.

PELONEX insect repellent personal spray. Net weight 10 av. ozs. © 21Jul60; KK155213.

THEONEX tree wound dressing spray. Net weight 15 av. ozs. © 21Jul60; KK155212.

TYEONEX twist-o-wrist, plastic tie tapes with strong wire center; for tying plants indoors or outdoors. Six dozen, 7" tapes. © 14Mar60; KK155208.

VERONEX specially processed Vermiculite plant propagator, soil conditioner. (VERONEX sterilized Vermiculite) Vol. contents 4 qts., net weight 10 ounces. © 11Feb60; KK155211.

HY-PRO CO. ©

American, German, Italian brand frank-burger. AGI style. 1 lb. net weight. © 5Aug60; KK153036.

I

INCO. SEE International Nickel Co., Inc.

IDEAL INDUSTRIES, INC. ©

Here's why we electricians call this crimp diaper-wrap. It's real name is Wrap-Cap. Flexi-Strand & other tools & supplies. (In Qualified contractor, July 1960, p.32-33) Appl. author: Stoetzel & Associates, Inc. © 5Jul60; KK154001.

Ideal, the helping hand on every wiring job. Fish tapes & other tools & supplies. (In Electrical construction and maintenance, July 1960, p.44-45) Appl. author: Stoetzel & Associates, Inc. © 10Jul60; KK154002.

IDEAL TOY CORP. ©

Astro Base; motorized. No.4803.
© 12Sep60; KKI155198.

Beagle; model craft. Instruction sheet. © 18Feb60; KKI152617.

Cocker spaniel; model craft. Instruction sheet. © 18Feb60; KKI152616.

English bull; model craft. Instruction sheet. © 18Feb60; KKI152615.

F-108 Rapier. Model craft; instructions. © 17May60; KKI152380.

N156; the N156 Freedom Fighter was developed to meet the airpower needs of the free world nations. Model craft; instructions. © 17May60; KKI152378.

Scotch terrier; model craft. Instruction sheet. © 18Feb60; KKI152618.

Starfire; ITC model craft. Unassembled authentic plastic assembly kit. No.3671-998. © 18Nov60; KKI155884.

T38 jet trainer; the Talon T-38, a high altitude, twin-engined jet-propelled plane. Model craft; instructions. © 8Apr60; KKI152379.

Wire haired fox terrier; model craft. Instruction sheet. © 18Feb60; KKI152619.

INDUSTRIAL DIVISION, AMERICAN RADIATOR & STANDARD SANITARY CORP. SEE American Radiator & Standard Sanitary Corp. Industrial Division.

INDUSTRIAL FOOTWEAR CO. ©

Guardian safety shoes. © 9Jul60; KKI152768.

INDUSTRIAL PRODUCTS CO. ©

Thank you for your order. Safety products. © 26Sep60; KKI154111.

INDUSTRIAL RETAINING RING CO. ©

Series 3000 pre-stacked internal retaining rings. (Catalog no.30) Appl. author: Vincent Stabile. © 1Dec60; KKI155386.

Series 3100 pre-stacked external retaining rings. (Catalog no.31) Appl. author: Vincent Stabile. © 1Dec60; KKI155387.

INLAND HOMES CORP. ©

Economy vanguard. 36" x 24" x 24". © 12Aug60; KKI153474.

Here's the package to increase open house traffic; nationwide End of the Rainbow contest. (Form no.C-3) © 6Dec60; KKI155827.

The magnificent new low cost Matador by Inland Homes. (In House & home, Oct. 1960, p.5) © 5Oct60; KKI154387.

Nationwide End of the Rainbow contest. (Form no.C-2) © 6Dec60; KKI155824.

Official entry blank; nationwide End of the Rainbow contest. (Form no.C-4) © 6Dec60; KKI155826.

Win this prize of a lifetime; nationwide End of the Rainbow contest. (Form no.C-6) © 6Dec60; KKI155825.

INTERNATIONAL ENTERPRISES.

Attend the church of your choice every Sunday. Tel-O-Ads; price list f.o.b. San Francisco. (Catalog no.M-05) © Theo. B. Jensen d.b.a. International Enterprises; 1Aug60; KKI153823.

Cheer. An emergency gift. Used as a business card Tel-O-Ads are far superior to the conventional card. Price list f.o.b. San Francisco. (Catalog no.EX-63) © Theo. B. Jensen d.b.a. International Enterprises; 15Sep60; KKI154448.

INTERNATIONAL ERECTORS & FABRICATORS, INC. ©

Easy launching with extend-a-boom boat trailers. © 25Nov60; KKI155832.

Extend-a-boom series. © 25Nov60; KKI155831.

INTERNATIONAL LATEX CORP. ©

Be our guest; free Playtex Cotton-Pretty bra, 2.50. Free when you buy a Playtex Magic-Cling strapless bra. © 15Mar60; KKI152707.

During November only, free Playtex Living bra, reg. 3.95, when you buy a Playtex girdle. [Flapper type girl] © 1Nov60; KKI155381.

During November only, free Playtex Living bra, reg. 3.95, when you buy a Playtex girdle. [Girl dressed in bra & girdle] © 1Nov60; KKI155374.

During November only, free Playtex Living bra, reg. \$3.95, when you buy a Playtex girdle with the cool cotton lining. P-7126. © 1Nov60; KKI155384.

4 out of 10 mothers used Dryper last summer. Playtex; disposable diapers. P-1114. © 16May60; KKI152714.

Free, during November only, Playtex Living bra, reg. 3.95, when you buy a Playtex girdle. © 1Nov60; KKI155373.

Free, Playtex Cotton-Pretty bra ... when you buy a Playtex Magic-Cling strapless bra. P-8119. © 1Apr60; KKI152716.

Free, Playtex Living bra, reg. \$3.95, when you buy a Playtex girdle with the cool cotton lining. (Foy card P-7123) © 1Nov60; KKI155002.

Great news; Playtex Cotton-Pretty bra, 2.50. Free when you buy a Playtex Magic-Cling strapless bra. © 15Mar60; KKI152706.

Have Dryper, will travel. Playtex; disposable diapers. P-1106. © 1Apr60; KKI152715.

Heavenly comfort for every summer activity; Playtex Living bras. [Girls in underclothing standing beside girls on bicycles] P-8124. © 6May60; KKI152710.

Heavenly comfort for every summer activity; Playtex Living bras. [Girls on bicycles] P-8126. © 1May60; KKI152719.

Introducing a fabulous new bra fabric of cotton and Dacron; Playtex Cotton-Pretty bra. P-8129. © 6May60 (in notice: 1959); KKI152717.

It's sensational, an elastic bra that lasts up to 3 times longer than an ordinary cotton bra; new, Playtex Living bra with new Stretch-Ever elastic. © 1Nov60; KKI155375.

New, clinging back won't ride up; new, Playtex Magic-Cling bra, 2.50. © 1Nov60; KKI155377.

New, clinging back won't ride up; Playtex Magic-Cling bra, only 2.50. [Three cheerleaders] P-8149. © 1Nov60; KKI155382.

New, clinging back won't ride up; Playtex Magic-Cling bra, only 2.50. [Two cheerleaders] P-8152. © 1Nov60; KKI155383.

New, clinging back won't ride up; Playtex Magic-Cling bra, 2.50. © 1Nov60; KKI155378.

New, for the shorter-waisted figure, 3/4-length Playtex Living longline bra. P-8121. © 15Mar60; KKI152720.

New golden Playtex girdle. © 25Oct60 (in notice: 1959); KKI155435.

New Playtex strapless bra. P-8122. © 1Apr60; KKI152709.

Playtex Living long line bra banishes midriff bulge so smoothly with famous elastic magic midriff. 3/4 length & regular length. © 1Aug60; KKI154993.

Playtex makes news again. Sale, Playtex Living bras. Bandeau, 2 for \$6.89; Longline, \$4.95. © 1Aug60; KKI154995.

Sale; Playtex Dress-Eez baby pants. P-1108. © 1Apr60; KKI152712.

Sale, Playtex Living bras. Bandeau, 2 for \$6.89; Longline, \$4.95. © 1Aug60; KKI154994.

Sale, Playtex Living bras. 2 for \$6.89; save \$1.01. © 16May60; KKI152705.

Sale, 2 for 3.99, regularly 2.50 ea., save 1.01. Playtex Fashion-Magic bra. © 1Oct60; KKI154999.

Sale, 2 for 3.99, reg. 2.50 ea., save 1.01. Playtex Fashion-Magic bra. P-8147. © 9Oct60; KKI155001.

Sale, 2 for 3.99, regularly 2.50 ea., save 1.01. Playtex Fashion-Magic bra. [Upper torso of female, wearing bra] © 1Oct60; KKI155000.

Sensational, a new elastic bra that lasts up to 3 times longer than an ordinary cotton bra; Playtex Living bra, \$3.95, with new Stretch-Ever elastic. © 1Nov60; KKI155380.

Sensational, an elastic bra that lasts up to 3 times longer than an ordinary cotton bra; new, Playtex Living bra with new Stretch-Ever elastic. © 1Nov60; KKI155376.

Sensational offer; free, a \$3.95 Playtex Living bra when you buy a Playtex magic controller or Mold'n Hold zipper girdle or panty girdle. © 1Nov60; KKI155379.

Stand, stoop, sit, it won't ride up: Playtex girdle with new cool cotton lining. [Standing female with finger of left hand touching head] © 30Aug60; KKI154997.

Stand, stoop, sit, it won't ride up: Playtex girdle with new cool cotton lining. [Three female silhouettes wearing girdles; huge girdle in background] © 29Aug60; KKI154998.

Stand, stoop, sit, it won't ride up: Playtex girdle with new soft cool cotton lining. (Streamer P-7128) © 29Aug60; KKI154996.

There's an all-new soft cool cotton lining in Playtex girdles and panty briefs. Now summer time is Playtex time. P-7117. © 1May60; KKI152711.

There's an all-new soft cool cotton lining in Playtex panty briefs; now, summer time is Playtex time. P-7118. © 1May60; KKI152713.

Win a wardrobe of Playtex bras. P-8134. © 6May60; KKI152708.

You may win a wardrobe of Playtex bras. P-8133. © 6May60; KKI152718.

INTERNATIONAL NICKEL CO., INC. ©

Inco's 2-steel plan helps business cut costs, increase profits. (In U. S. news & world report, Nov. 7, 1960, p.123) © 31Oct60; KKI154913.

New, push-button roof of nickel stainless steel is strong, light, and stays bright. Inco. (In U. S. news & world report, Sept. 26, 1960, p.15) © 19Sep60; KKI154061.

New sales appeal starts with this finish, brushed nickel-chrome plating. Inco. (In U. S. news & world report, July 11, 1960, p.42) © 4Jul60; KKI153078.

Nickel steels to help new radio telescope probe boundaries of the universe; good news for you in Inco nickel. (In U. S. news & world report, Aug. 8, 1960, p.11) © 1Aug60; KKI153718.

The strange super-cold world of cryogenics. (In U. S. news & world report, Dec. 12, 1960, p.15) © 5Dec60; KKI155694.

INTERNATIONAL PAPER CO. ©

Paper products in your daily life; education. November 1960. © 15Oct60; KKI154600.

Paper products in your daily life; mail order catalogs. Oct. 1960. © 15Sep60; KKI154050.

Paper products in your daily life; paper towels. Aug. 1960. © 15Jul60; KKI152494.

INTERNATIONAL PAPER CO.-Con.

Paper products in your daily life; supermarket sacks and bags. Dec. 1960. © 15Nov60; KK155465.

Paper products in your daily life; travel and entertainment. September 1960. © 15Aug60; KK153446.

IRWIN, LUCRETIA F. SEE KYWING.

IRWIN, ROBERT F. SEE KYWING.

ISODINE PHARMACAL CORP. ©

Limited time only, free sample; new Isodine mouthwash, the medicine for bad breath. (In Fort Wayne Journal gazette, July 12, 1960, p.8) Appl. author: Reach, McCClinton & Co., Inc. © 12Jul60; KK152680.

Now, Iodine in safe, pleasant gargle form stops sore throat, pain fast. Isodettes; Isodine gargle. (In RN, Nov. 1960, p.78) Appl. author: Reach, McCClinton & Co., Inc. © 1Nov60; KK154688.

ITALIAN FASHION IMPORTS. ©

All-weather apparel for men; season 1960-61. Appl. author: Will Kaplan Advertising. © 15Sep60; KK154171.

ITALIANO (FRANK J.) INC. ©

Pleasoning, concentrated seasoning. Net wt. 4 oz. Appl. author: Frank J. Italiano. © 20Sep60; KK154047.

ITKIN BROS., INC. ©

An executive on the way up needs an Itkin office. Office furniture; interiors. [Man with office on elevator; man sitting behind desk] (In New York world telegram & sun, Sept. 20, 1960, p.2) Appl. author: Smith/Greenland Co. © 20Sep60; KK153764.

No point in accepting dull offices; furniture and decorating. (In The New York times, Aug. 9, 1960, p.4) Appl. author: Smith/Greenland Co. © 9Aug60; KK153075.

Office furnishing have you worried? Call on Itkin and erase your furniture and decorating problems. (In New York herald tribune, Aug. 9, 1960, p.4) Appl. author: Smith/Greenland Co. © 9Aug60; KK153074.

Office furnishing problems about to break you? (In New York World Telegram & Sun, Aug. 9, 1960, p.8) Appl. author: Smith/Greenland Co. © 9Aug60; KK153073.

A planned office would have cost no more. Office furniture; interiors. [Businessman seated on park bench; secretary standing by files] (In New York herald tribune, Aug. 30, 1960, p.2) Appl. author: Smith/Greenland Co. © 30Aug60; KK153598.

A planned office would have cost no more. Office furniture; interiors. Man & woman on stairs. (In New York herald tribune, Sept. 13, 1960, p.4) Appl. author: Smith/Greenland Co. © 13Sep60; KK153672.

A planned office would have cost no more. Office furniture; interiors. [Man sitting on files; secretary sitting in drawer of files] (In New York world telegram & sun, Aug. 23, 1960, p.2) Appl. author: Smith/Greenland Co. © 23Aug60; KK153405.

A planned office would have cost no more. Office furniture; interiors. [Man sitting on table on top of secretary's desk] (In New York herald tribune, Aug. 23, 1960, p.2) Appl. author: Smith/Greenland Co. © 23Aug60; KK153406.

A planned office would have cost no more. Office furniture; interiors. [Man using elevator for office] (In The New York times, Aug. 24, 1960, p.4) Appl. author: Smith/Greenland Co. © 24Aug60; KK153409.

A planned office would have cost no more; office furniture. Man & secretary on roof top. (In New York herald tribune, Sept. 6, 1960, p.2) Appl. author: Smith/Greenland Co. © 6Sep60; KK153575.

A planned office would have cost no more; office furniture. Man & woman on ladders. (In The New York times, Sept. 7, 1960, p.6) Appl. author: Smith/Greenland Co. © 7Sep60; KK153571.

A planned office would have cost no more; office furniture. No parking sign between man & secretary. (In New York world telegram & sun, Sept. 6, 1960, p.2) Appl. author: Smith/Greenland Co. © 6Sep60; KK153574.

Wasted executive talent needs an Itkin office. Office furniture; interiors. (In New York world telegram & sun, Aug. 30, 1960, p.2) Appl. author: Smith/Greenland Co. © 30Aug60; KK153597.

Why hike all over town? Itkin offers one-stop shopping for all your office furnishings. (In The New York times, Sept. 20, 1960, p.6) Appl. author: Smith/Greenland Co. © 20Sep60; KK153766.

Why hunt all over town? Itkin offers one-stop shopping for all your office furnishings. (In The New York times, Sept. 27, 1960, p.4) Appl. author: Smith/Greenland Co. © 27Sep60; KK153970.

Why look all over town? Itkin offers one-stop shopping for all your office furnishings. (In New York herald tribune, Sept. 27, 1960, p.2) Appl. author: Smith/Greenland Co. © 27Sep60; KK153969.

Why march all over town? Office furniture; interiors. Man with drum. (In The New York times, Sept. 13, 1960, p.4) Appl. author: Smith/Greenland Co. © 13Sep60; KK153673.

Why scoot all over town? Office furniture; interiors. Man on scooter. (In New York world telegram & sun, Sept. 13, 1960, p.2) Appl. author: Smith/Greenland Co. © 13Sep60; KK153674.

Why search all over town? Itkin offers one-stop shopping for all your office furnishings. (In New York herald tribune, Sept. 20, 1960, p.5) Appl. author: Smith/Greenland Co. © 20Sep60; KK153765.

J

JFG COFFEE CO. ©

New, instant coffee with percolated taste. Appl. author: D'Arcy Advertising Co. © 30Sep60; KK154727.

JAYMAR-RUBY, INC. ©

Jaymar - between these two names is your strongest spring slack sales program - Creslan. © 22Aug60; KK154394.

Jaymar introduces the important new blend KLM, Kodel light mohair ... and sets you up for another top spring seller in slacks. © 22Aug60; KK154393.

YMM, young man's mood slacks, by Jaymar; traditional styling is no longer a trend, it's a sales fact. © 22Aug60; KK154392.

JENSEN, FERN. ©

Genuine San Francisco fog. © 4Jan60; KK155281.

JENSEN, THEO B. SEE International Enterprises.

JET-O VALVE PRODUCTS CO. ©

No tools after Zip-Cuple is assembled. Couple your sprinklers by hand. Adapter; bushing and plug. A; B. Appl. author: Marvin William Beaumont. © 23Aug60; KK153439.

Now, remove your sprinklers when not in use by a twist of the hand; Zip-Cuple. Appl. author: Marvin William Beaumont. © 17Dec60; KK155876.

Zip-Cuple; couple your sprinklers by hand. Adapter; bushing; plug. Package A; B. Price schedule effective September 1, 1960. Appl. author: Marvin William Beaumont. © 12Aug60; KK154296.

JEWEL ELECTRIC PRODUCTS, INC. ©

Satellite colors; 3550 hours in service life. Appl. author: Robert J. Parks. © 18Nov60; KK155317.

JOHNS, JAY. ©

Bronze Glo-Tan lotion pads; tans like magic. Pouch contains two (2) highly saturated pads. © 1Jan60; KK153470.

Introducing Glo-Tan; new, exciting sun tan lotion in pad form. © 1Jan60; KK153469.

JOHN'S, INC. ©

Start now with John's fall assortment no.11. Philodendron dubium & 56 other green DewKist plants. © 15Aug60; KK152991.

JOHNSON (S. C.) & SON, INC. ©

Actually, it's a secret weapon; Off, insect repellent. Endorsed by Mike Souchak. (In Golf digest, Aug. 1960, p.10) Appl. author: Donald B. Williams. © 1Aug60; KK152866.

Chrome cleaner; polishes chrome sparkling bright, removes rust. Contents 8 U. S. liquid oz. © 1Aug51; KK154391.

From Johnson's wax, new way to shine shoes. Scuffed-shoe polish; self-shining polish; compact paste-polish kit. (In The Cincinnati pictorial enquirer, Apr. 17, 1960, p.20-21) Appl. author: Needham, Louis & Brorby, Inc. © 17Apr60 (in notice: 1959); KK152480.

J-wax. Auto paste with built-in cleaner. Contents 9 ozs. U. S. standard. © 22Nov55; KK153767.

Liquid shoe white; for all white shoes. Contents 2 fl. ozs. © 2Nov59; KK155841.

Off keeps mosquitoes away 5 full hours. [Cookout scene] (In Sports illustrated, July 4, 1960, p.48) Appl. author: Donald B. Williams. © 4Jul60; KK152426.

Permastamp hand stamp. Never needs inking. The printing surface is made of new, miracle Porelon plastic. © 1Jun60; KK154343.

Scuffed shoe polish; black, for children's shoes. Contents 2 fl. ozs. © 2Nov59; KK155843.

Self-shining polish; black, for all shoes. Contents 2 fl. ozs. © 2Nov59; KK155842.

JOHNSON (SAM) & SON'S FISHERIES. ©

Skipper Sam's guaranteed fresh fish; new price list, fresh frozen fish and sea foods, 1960-'61. © 10Nov60; KK155414.

JOHNSON, WALTER F. ©

Bucktail whiz spinning lures for bass, bream, crappie, striped bass.
© 27Aug60; KK155027.

JOHNSON & JOHNSON. ©

Did you gamble away today's pay?
Rapid-Flo filter disks. (In Pure milk news, July 1960, p.7)
© 1Jul60; KK155447.

Did your producers gamble away today's pay? Rapid-Flo filter disks.
(In The Dairy plant fieldman, June 1960, p.4) © 1Jun60; KK155448.

Fragile, handle with Johnson's.
Baby powder & oil. (In Parent's magazine and better homemaking, Aug. 1960, p.95) © 1Aug60; KK155450.

Fragile, handle with Johnson's.
[Mother holding baby] Baby powder & lotion. (In The Progressive farmer, May 1960, p.88) © 1May60; KK155449.

Fragile, handle with Johnson's.
[Mother holding twins] Baby powder & lotion. (In Parent's magazine and better homemaking, Oct. 1960, p.115) © 1Oct60; KK155456.

Johnson & Johnson introduces a different kind of mouthwash: an oral antiseptic that keeps working 12 hours; Micrin. (In Sunday Oregonian, May 1, 1960, p.35) © 1May60; KK155061.

More sales, less space; new 180's 2/pak. Cotton buds. (In American druggist, June 27, 1960, p.55) © 27Jun60; KK155454.

Mouth-to-airway resuscitation with the Johnson & Johnson Resusitube pediatric size approved Safar Airway.
© 24Jun58; KK155405.

A new concept in quality milk production from Johnson & Johnson, Flooron rigid milk filter disks. (In The Independent producers' guide, Feb. 1960, p.2) © 1Feb60 (in notice: 1959); KK155452.

New product information. Spray-on dressing & 4 other products. (In Hospital management, June 1960, p.123) © 1Jun60; KK155446.

New Rapid-Flo Rolstrip filter dispenser; for easier, cleaner more profitable milk production. (In The California dairyman, Oct. 10, 1959, p.2) © 10Oct59; KK155062.

Resusitube Airway; pediatric size.
© 24Jun58; KK155406.

Special bonus offer from Johnson & Johnson. Rapid-Flo filter disks & 3 other products. (In Hoard's dairyman, Mar. 25, 1960, p.343) © 25Mar60; KK155457.

Special bonus offer from Johnson & Johnson. Rapid-Flo milk filters & 2 other products. (In Dairymen's league news, Mar. 22, 1960, p.2) © 22Mar60; KK155451.

Special bonus offer from Johnson & Johnson. Rapid-Flo milk filters & 2 other products. (In Popkess' dairyman's journal, Apr. 1960, p.9) © 1Apr60; KK155455.

Special bonus offer from Johnson & Johnson. Rapid-Flo milk filters & 2 other products. (In Pure milk news, Apr. 1960, p.17) © 1Apr60; KK155458.

Who's kidding you about milk filters? Rapid-Flo single gauze faced filter disks. © 30Oct60; KK155453.

JOHNSON & JOHNSON. HOSPITAL DIVISION. ©

Three cleaners. Chlx; Softnet; Day-lee washcloth. © 30Apr60; KK155678.

JOHNSTON, INC. ©

Lower your score with Johnston's No-Shag golf practice net, indoors and outdoors. Appl. author: Wilson Walter Crook. © 9Aug60; KK153193.

JOHNSTON SOUND SERVICES. ©

The Melody Belles of Harmony, Inc. sing barbershop harmony. (Custom series, MC108) © 12Sep60; KK154157.

JONES (JESSE) BOX CORP. ©

Letters by the Yard; brand new lap desk. Appl. author: Morris Hal Fenkel. © 10Oct60; KK154820.

K

K.T.C. SEE Korvette Tire City.

KVL. SEE Kel-Vitra Laboratories.

KVP SUTHERLAND PAPER CO. ©

Farmdale eggs. (Design L-540) One dozen. © 1Sep60; KK154063.

Marsh ice milk; chocolate. 1/2 gal. 1liq. © 21Jul60; KK152776.

Marsh ice milk; vanilla. 1/2 gal. 1liq. © 21Jul60; KK152777.

KARAGHEUSIAN (A. & M.) INC. ©

Co-ordinated retail carpet planning calendar; 1960. Gulistan carpet. 6A-9-F60-5.5M. Appl. author: Will Kaplan Advertising. © 15Sep60; KK154687.

KATHER, ALFRED C. ©

Here is a all-weather compact hat for storm, rain, snow, fog, sun; Fold 'n Cary. Umbrel-O-Hat. NM: additions. © 12Oct60; KK155496.

Inlaycraft; Dit-O by Ak. Let us design your ideas & inlay them in wood. © 5Jul59; KK149307.

KATZIN BROS., INC. ©

Birds and flower design; design for can. © 19Aug60; KK154589.

KAY ELECTRIC CO. ©

Electronic instruments. Microwave mega-nodes & other instruments. © 10Oct60; KK154836.

Mega-Switch. Type 254-T & type 254-TX. © 20Aug60; KK154115.

The world's tiniest light bulb; Pin-lite. © 12Sep60; KK154114.

KAY JEWELERS. ©

Kay Jewelers present Star-Set, the most exciting new style in diamond mounting you have ever seen. Locking wedding ring. (In San Francisco news-call bulletin, Sept. 23, 1960, p.4) © 23Sep60; KK154686.

KAYNAR CO. ©

Don't penny pinch your hair. Use fast, gentle Lady Ellen Hollywood Klippies pin curl clips. (In Seventeen, Oct. 1959, p.178) © 30Sep59; KK153340.

How to set pin curls in seconds; Lady Ellen economy pack Klippies, double prong pin curl clip. Elyse Knox, Allied Artists star. (Item LE-39) © 15May59; KK154417.

How to set pin curls in seconds. Lady Ellen Hollywood Klippies, arched pin curl clip. Elyse Knox, Allied Artists star. (Item A-25) © 15Jun59; KK154449.

How to set pin curls in seconds; Lady Ellen Hollywood Klippies, double prong pin curl clip. 8 for 29¢. Elyse Knox, Allied Artists star. (Item LE-25) © 15Jul59; KK153312.

How to set pin curls in seconds; Lady Ellen Hollywood Klippies queen size clips. 8. (Item QS-29) © 8Jan58; KK155835.

How to set pin curls in seconds. Lady Ellen Hollywood Klippies, single prong pin curl clip. 10 for 29¢. Elyse Knox, Allied Artists star. (Item K-25) © 15Jun59; KK154363.

Lady Ellen economy pack Klippies, single prong pin curl clip; how to set pin curls in seconds. Elyse Knox, Allied Artists star. (Item K-39) © 12Aug59; KK155773.

9 out of 10 beauticians use and recommend Lady Ellen Hollywood Klippies pin curl clips. Double prong Klippies & 4 others. (In Modern beauty shop, Aug. 1958, p.17) © 25Jul58; KK155902.

KEESHAN (ROBERT) ASSOCIATES, INC. ©

Captain Kangaroo. 63 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4429:29) © 27Jul60; K154292.

KELLING NUT CO. ©

Munch-time; Nut Shelf quality brand salted mixed nuts. Vacuum sealed. (In The Saturday evening post, Nov. 19, 1960, p.113) © 15Nov60; KK154945.

KELLOGG (SPENCER) & SONS, INC. BEACON MILLING CO. DIVISION. ©

Beacon Feeds; one dozen eggs. (White Chief Dubl-Cushion egg carton, GL60658) Appl. author: Bloomer Bros. Co. © 28Oct60; KK154902.

KELLOGG CO. ©

Alakazam, alakazee; you buy the stars, the holes are free. All-Stars, new sugar-toasted oat cereal. (In Chicago Sunday tribune, July 24, 1960, comics, p.10) Appl. author: Leo Burnett Co., Inc. © 24Jul60; KK153175.

Alakazowie, alakazoo, a heavenly oat cereal that's new, new, new; All-Stars. [Magician, owl & bowl] (In Chicago Sunday tribune, July 10, 1960, comics, p.12) Appl. author: Leo Burnett Co., Inc. © 10Jul60; KK153172.

Alakazowie, alakazoo, a heavenly oat cereal that's new, new, new; All-Stars. [Magician, owl & box] (In Chicago Sunday tribune, June 19, 1960, comics, p.10) Appl. author: Leo Burnett Co., Inc. © 19Jun60; KK153171.

The best to you each morning. Corn flakes. [Drummer seated at breakfast with boy] (In Life, July 4, 1960, p.58) Appl. author: Leo Burnett Co., Inc. © 30Jun60; KK152478.

The best to you each morning; corn flakes. [Waitress looking down at couple & boy studying map] (In Life, July 25, 1960, p.79) Appl. author: Leo Burnett Co., Inc. © 21Jul60; KK153174.

The best to you each morning in a new, bigger selection. What will he want for breakfast next Tuesday? Variety. (In Life, Aug. 1, 1960, p.8) Appl. author: Leo Burnett Co., Inc. © 28Jul60; KK153176.

The best to you each morning, in a new, bigger selection. Which one will he pour milk on today? Variety. (In Life, June 27, 1960, p.104) Appl. author: Leo Burnett Co., Inc. © 23Jun60; KK152476.

Civilized way to get the vigorous virtues of rice in the raw; Rice Krispies. [Bowl of cereal & blueberries] (In Life, Aug. 15, 1960, p.75) Appl. author: Leo Burnett Co., Inc. © 11Aug60; KK154165.

Civilized way to get the vigorous virtues of rice in the raw; Rice Krispies. [Bowl of cereal & peaches] (In Life, Sept. 19, 1960, p.34) Appl. author: Leo Burnett Co., Inc. © 15Sep60; KK154169.

Civilized way to get the vigorous virtues of rice in the raw; Rice Krispies. (In Life, July 18, 1960, p.2 of cover) Appl. author: Leo Burnett Co., Inc. © 14Jul60; KK153173.

KELLOGG CO.-Con.

40% high quality protein, but virtually fat free; Concentrate, the nutrition booster. (In Good housekeeping, Oct. 1960, p.176) Appl. author: Leo Burnett Co., Inc. © 20Oct60; KK155806.

Fruit 'n cereal treat from Kellogg's Corn flakes; Rice Krispies. (In Life, June 20, 1960, p.38-39) Appl. author: Leo Burnett Co., Inc. © 16Jun60; KK152473.

Golly, these are good. Dennis offers you 25¢ for making marshmallow crispy treats. Rice Krispies. (In Life, Nov. 7, 1960, p.135) Appl. author: Leo Burnett Co., Inc. © 3Nov60; KK155809.

Gr-r-reat to wake up to; Sugar frosted flakes. (In Life, Aug. 22, 1960, p.6) Appl. author: Leo Burnett Co., Inc. © 18Aug60; KK154166.

Harper's bazaar famous nine day diet says: this Concentrate is a must; it is low in fat, high in energetic protein. (In Time, June 27, 1960, p.8) Appl. author: Leo Burnett Co., Inc. © 22Jun60; KK152475.

Helps you eat sensibly without even trying; Concentrate. (In Time, June 6, 1960, p.63) Appl. author: Leo Burnett Co., Inc. © 1Jun60; KK152471.

Interior decorating, with sugar and milk. The best to you each morning; corn flakes. (In Life, Sept. 26, 1960, p.14) Appl. author: Leo Burnett Co., Inc. © 22Sep60; KK154170.

Just out, new Kellogg's All-Stars, new sugar-toasted oat cereal. (In The Seattle times, June 21, 1960, p.4) Appl. author: Leo Burnett Co., Inc. © 21Jun60; KK152474.

The new Special K breakfast and common sense weight control. Appl. author: Leo Burnett Co., Inc. © 13Oct60; KK155807.

Nobody, not even Kellogg's, has ever been able to make another cereal folks like as well as Kellogg's corn flakes. (In Argus leader, Sioux Falls, S. D., Nov. 15, 1960, p.22) Appl. author: Leo Burnett Co., Inc. © 15Nov60; KK155810.

Ready-to-eat protein for eye-on-the-clock breakfasts; Special K. [Breakfasting man looking up at woman's hands holding hat & coat] (In Life, July 11, 1960, p.78) Appl. author: Leo Burnett Co., Inc. © 7Jul60; KK153170.

Ready-to-eat protein for families running late; Special K. [Breakfasting man looking up at woman's hands extending hat & coat] (In Reader's digest, July 1960, p.169) Appl. author: Leo Burnett Co., Inc. © 25Jun60; KK152477.

Ready-to-eat protein for quick-get-away breakfasts; Special K. [Man sitting at lunch counter looking at watch] (In Life, Aug. 1, 1960, p.42) Appl. author: Leo Burnett Co., Inc. © 28Jul60; KK153177.

Ready-to-eat protein for short-on-time people; Special K. Little shavers; mothers-to-be; man seated at breakfast. (In Life, June 20, 1960, p.108B) Appl. author: Leo Burnett Co., Inc. © 16Jun60; KK152472.

Remember to vote for the best man, too; the best to you each morning. Corn flakes. (In Life, Oct. 31, 1960, p.68) Appl. author: Leo Burnett Co., Inc. © 27Oct60; KK155808.

Something new to crow about; corn flakes. The best to you each morning, now in a bright new package. (In Life, Aug. 29, 1960, p.78) Appl. author: Leo Burnett Co., Inc. © 25Aug60; KK154167.

What's the big idea? Long Boy cheese-burger made with Kellogg's corn flake crumbs. (In Better homes & gardens, Oct. 1960, p.102) Appl. author: Leo Burnett Co., Inc. © 20Sep60; KK154164.

You collect 25¢ from Kellogg's, when you start eating this ready-to-eat protein breakfast; Special K. (In Life, Sept. 12, 1960, p.67) Appl. author: Leo Burnett Co., Inc. © 8Sep60; KK154168.

KEL-VITRA LABORATORIES. ©

Ka-Ni-Min for dogs, natural organic mineral concentrate; giant sea kelp and yeast. Net weight 4 oz. Appl. author: C. Chester Williams. © 24Apr60; KK152287.

KEMP (C. M.) MANUFACTURING CO. ©

Immersion melting pots. (Bulletin IE-10) Appl. author: Van Sant-Dugdale & Co., Inc. © 1Nov60; KK154910.

Model 60 CTF obround metal pot gas-fired, immersion-heated, with a 5-ton capacity. (Drawing no.IE-67) Appl. author: Van Sant-Dugdale & Co., Inc. © 20Jul60; KK153024.

Model 76 CTF obround metal pot gas-fired, immersion-heated, with a 7-ton capacity. (Drawing no.IE-68) Appl. author: Van Sant-Dugdale & Co., Inc. © 20Jul60; KK153025.

KENNER PRODUCTS CO.

Give-a-show projector with 112 color slides giving shows of 16 favorites; battery operated. No.501. © Kenner Products Co., accepted alternative designation of Bromo Mint Co.; 31Jul60; KK155034.

KENTILE, INC. ©

Presenting exclusive Metal Leaf, a glamorous new Kentile solid vinyl tile, at a surprising low price. Crystalite vinyl & other flooring. (In House and home, Aug. 1959, p.36-43) © 1Aug59; KK153779.

KEYSTONE-UNIVERSAL CARPET CORP. ©

Just in time for the Easter season. Valuable coupons for carpet savings. (In Pittsburgh sun-telegraph pictorial living, Mar. 13, 1960, p.3) Appl. author: Mark Shafer. © 13Mar60; KK153429.

KIEKHAEFER CORP. ©

Best horsepower buy in outboard history. Merc 400. (In Dallas times herald, June 1, 1960, p.4-D) Appl. author: Baker/Johnson & Dickinson. © 1Jun60; KK152736.

First for '61, the mighty Merc 800 80 hp 6-in-line. Mercury, world's no.1 outboard, brings you next year's top performing motor today. (In Charleston evening post, Aug. 26, 1960, p.4-D) Appl. author: Baker, Johnson & Dickinson. © 26Aug60; KK153875.

Mercury is the no.1 product and profit franchise. New 80 hp Merc 800 6-in-line; outboards. (In Boat & motor dealer, Sept. 1960, p.3 of cover) Appl. author: Baker, Johnson & Dickinson. © 5Sep60; KK153876.

Mercury is the world's no.1 outboard by every test I know, says Jack Hazen. Merc 400. (In Boats, June 1960, p.3) Appl. author: Baker/Johnson & Dickinson. © 1Jun60; KK152737.

1961 outboard competitors still try to follow the leader Mercury. Outboard. (In Boating progress, Nov. 1960, p.4 of cover) Appl. author: Baker/Johnson & Dickinson. © 10Nov60; KK155313.

No more inventory loads since we switched to Mercury, the world's no.1 outboard. Endorsed by H. B. Helstrom. (In The Boating industry, Aug. 1960, p.65) Appl. author: Baker/Johnson & Dickinson. © 10Aug60; KK153215.

No.1 in product, no.1 in policy, no.1 in profit; Mercury, world's no.1 outboard franchise. (In The Boating industry, Dec. 1960, p.223) Appl. author: Baker/Johnson & Dickinson. © 1Dec60; KK155311.

One demonstration started a 600% sales increase when we switched to Mercury, the world's no.1 outboard. Endorsed by Paul Angel & Forest W. Henry. (In The Boating industry, May 1960, p.111) Appl. author: Baker/Johnson & Dickinson. © 1May60; KK152731.

Outboarding's best deal in a decade. Merc 300; Merc 400. (In Dallas times herald, May 18, 1960, p.D-9) Appl. author: Baker/Johnson & Dickinson. © 18May60; KK152733.

Take a family demonstration ride with Mercury, world's no.1 outboard buy. Merc 400; Merc 300. (In Dallas times herald, Apr. 27, 1960, p.D-5) Appl. author: Baker/Johnson & Dickinson. © 27Apr60; KK152734.

We switched to Mercury, world's no.1 outboard, the choicest franchise we've held in 48 years, says Capt. Joseph J. O'Connell. (In The Boating industry, June 1960, p.131) Appl. author: Baker/Johnson & Dickinson. © 1Jun60; KK152735.

World's no.1 men's water ski champion says, Mercury is the world's no.1 outboard for skiing. Endorsed by Chuck Stearns & Vicki Van Hook. Merc 400; Merc 300. (In The Bradenton herald, May 11, 1960, p.6B) Appl. author: Baker/Johnson & Dickinson. © 11May60; KK152732.

Your '61 Mercs are here, all new from Mercury, world's no.1 outboard. 800; 550; 60. (In Pittsburgh press, Oct. 19, 1960, p.56) Appl. author: Baker/Johnson & Dickinson. © 19Oct60; KK155314.

Your '61 Mercs are here; the motor that started it all, leads them all; Mercury world's no.1 outboard. 800; 500; 60. (In Outboard, Oct. 1960, p.36-37) Appl. author: Baker/Johnson & Dickinson. © 15Sep60; KK155312.

KIMBALL (W. W.) CO. ©

How to plan a room with music in the plan. Pianos & organs. © 11Jul60; KK153633.

KIMBERLY-CLARK CORP. ©

Kleenex tissues; soft pink. (Ribbon and teardrop design carton G-A) Contents: 200 tissues, 100 doubles; size 8.5" x 9.7". © 9Feb60; KK152308.

KIMBORG PRODUCT RESEARCH CORP. ©

Free 30-day supply of amazing new time-release Kintab vitamin tablets. (In Parents' magazine, Oct. 1959, p.196) © 10Oct59; KK152986.

KINLEY (J. C.) CO. ©

New Kinley Caliper scientific detection of corrosion in tubing; sure-look holes, the Kinley Caliper presents a corrosion rogues' gallery. Microscopic Caliper. Appl. author: J. C. Kinley. © 24Aug60; KK155877.

KINNEY VACUUM DIVISION, NEW YORK AIR BRAKE CO. SEE New York Air Brake Co. Kinney Vacuum Division.

KIRBY, JOSEPH HARDIN. ©

Safely-Sprayer; description and operating instructions. © 21May60; KK152643.

- KITCHENS OF SARA LEE, INC. ©**
Heatitup; all butter coffee cake. Fresh-frozen. (In The New York Times magazine, Oct. 9, 1960, p.87) Appl. author: Cunningham & Walsh, Inc. © 90oct60; KK154310.
- KLEENIZE CHEMICAL CORP. ©**
Kleenize kashword kontest; household cleaner. (In The Atlanta Journal and Constitution, June 5, 1960, p.23-A) © 5Jun60; KK152853.
- KLEIN (R. F.) WELDING SERVICE.**
K11-Tank pull tanker; the stronger, lighter water spreader for excavators, contractors, highway depts. Appl. author: M. Keith Molsberry. © R. F. Klein d.b.a. R. F. Klein Welding Service; 80oct59; KK152691.
- KNOX GELATINE, INC. ©**
Beauty is protein, but do your nails break or split? (In Modern beauty shop Sept. 1960, p.108) Appl. author: Charles W. Hoyt Co., Inc. © 25Aug60; KK155828.
How to fill up without filling out; unflavored gelatine. (In Parade, Sept. 4, 1960, p.7) Appl. author: Charles W. Hoyt Co., Inc. © 4Sep60; KK154899.
I've learned the one way to have nice nails again; restore brittle, splitting nails to natural loveliness. (In Seventeen, Oct. 1959, p.146) Appl. author: Charles W. Hoyt Co., Inc. © 30Sep59; KK152354.
Lasting slimmess, just 3 steps away. (In This week magazine, Nov. 13, 1960, p.43) Appl. author: Charles W. Hoyt Co., Inc. © 13Nov60; KK155040.
Now, get slim, stay slim; adopt the Knox eat-and-reduce plan. (In New York post, Aug. 11, 1960, p.35) Appl. author: Chas. W. Hoyt Co., Inc. © 11Aug60; KK153217.
Now I've learned a way to have nice nails again; restore brittle nails to natural beauty. Unflavored gelatine. (In Good housekeeping, Oct. 1960, p.194) Appl. author: Charles W. Hoyt Co., Inc. © 20Sep60; KK154901.
This is the envelope proved effective by published medical research; unflavored gelatine. (In Daily news, New York, Sept. 14, 1960, p.61) Appl. author: Charles W. Hoyt Co., Inc. © 14Sep60; KK154900.
3 steps to lasting slimmess. Eat-and-reduce plan. (In New York post, July 7, 1960, p.43) Appl. author: Chas. W. Hoyt Co., Inc. © 7Jul60; KK153216.
- KONOWAKE, pseud. SEE Gely, Andre.**
- KORVETTE TIRE CITY.**
E. J. Korvette snow tire sale. \$1,000,000 stock of brand new snow tires. (In Sunday news, New York, Oct. 30, 1960, Queens-Long Island section, p.Q12) © Korvette Tire City, accepted alternative designation of Tire City Corp.; 30Oct60; KK154676.
E. J. Korvette's 12th anniversary sale. 18,234 genuine first line nylon tires, \$10. (In Long Island daily press, Sept. 6, 1960, p.34) © Korvette Tire City, accepted alternative designation of Tire City Corp.; 6Sep60; KK153811.
- KROCK, NATHAN R. SEE Boston Print. Co.**
- KYLE, BARBARA MCD. SEE KYWINC.**
- KYLE, GEORGE C. SEE KYWINC.**
- KYWINC.**
Schizzo. Guess who drew it? Stimulating adult entertainment. © KYWINC, a firm composed of Robert F. Irwin, Lucretia F. Irwin, George C. Kyle & Barbara McD. Kyle; 13May60; KK153112.
- L**
- L. A. S. CO. SEE Los Angeles Soap Co.**
- L.B.C. SEE Liberty Baking Co.**
- L. L. CO. SEE Lady Lennox Co., Inc.**
- LMCN & L. SEE Libby, McNeill & Libby.**
- LADY LENNOX CO., INC. ©**
Lady Lennox dyes gray hair forever black. (In Ebony, Oct. 1959, p.125) © 15Sep59; KK154137.
- LAMPKIN LABORATORIES, INC. ©**
FM modulation meter, type 205A. (Bulletin no.56082-10K) Appl. author: G. F. Lampkin. NM: revision. © 6Jun60; KK152465.
Micrometer frequency meter; type 103-B and type 105-B. (Bulletin no.86073-7.5K) Appl. author: G. F. Lampkin. © 25Aug60; KK153456.
PPM package. PPM meter & type 105-B micrometer frequency meter. (Bulletin no.96085) NM: revision. Appl. author: G. F. Lampkin. © 5Oct60; KK154221.
- LANGFELD, BEATRICE. SEE Danby Farm.**
- LANGFELD, DANIEL. SEE Danby Farm.**
- LANTZ (WALTER) PRODUCTIONS, INC. ©**
Woody Woodpecker. 63 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4429:29) © 27Jul60; KK154290.
- LARRE LABORATORIES, INC. ©**
Post-surgical drainage cannula. Appl. author: F. E. Lawrence. © 9Aug60; KK153179.
- LARRY'S SANDWICHES, INC. ©**
2 giant poor boy sandwiches; foil wrapped, frozen. Net weight 15 oz. Appl. author: Rossotti Lithograph Corp. © 10Jul60; KK152506.
- LARSEN, ROBERT A. ©**
Bonus free throw indicator. © 8Jan60; KK154697.
- LASTING PRODUCTS CO. ©**
Limited special offer; supergloss chemical enamel. (In The Evening sun, Baltimore, June 30, 1960, p.40) © 30Jun60; KK152335.
- LATEX FOAM RUBBER COUNCIL. ©**
Genuine latex foam rubber. © 16Jun60; KK152393.
- LAWRENCE INDUSTRIES. ©**
Globber, new fun game for all ages. Appl. author: Mrs. Lawrence Lovelace. © 17May60; KK154821.
- LEAF BRANDS, INC. ©**
Scoobedoo, the fascinating plastic pastime; Scoobedoo's are easy to make. Charms. © 15Aug60; KK153828.
- LEE (H. D.) CO., INC. ©**
Dress up to the job in work-tailored Lee bib overalls. [Worker carrying pole] (In Inside detective, Mar. 1960, p.5) Appl. author: Grey Advertising Agency, Inc. © 1Mar60; KK152409.
- Dress up to the job in work-tailored Lee Chetopa twills. [Farmer standing beside haystack & silo] (In The Progressive farmer, Texas & Oklahoma eds., Apr. 1960, p.107) Appl. author: Grey Advertising Agency, Inc. © 15Mar60; KK152412.
Dress up to the job in work-tailored Lee Chetopa twills. Truck driver. (In This week, May 1, 1960, p.33) Appl. author: Grey Advertising Agency, Inc. © 1May60; KK152416.
Dress up to the job in work-tailored Lee dungarees. [Worker sawing tree] (In Farm Journal, Mar. 1960, p.96) Appl. author: Grey Advertising Agency, Inc. © 20Feb60; KK152410.
Dress up to the job in work-tailored Lee dungarees. [Worker standing on beam of building] (In Parade, Mar. 6, 1960, p.14) Appl. author: Grey Advertising Agency, Inc. © 6Mar60; KK152411.
Just for fun; exciting things happen to guys in the Westerner. Leesures. (In Life, May 16, 1960, p.70) Appl. author: Grey Advertising Agency, Inc. © 12May60; KK152417.
Just for fun; gals go head-over heels for guys in Lee tapered slacks. Leesures. (In Life, May 2, 1960, p.66) Appl. author: Grey Advertising Agency, Inc. © 28Apr60; KK152414.
Just for fun; Lee Riders. Great to go around in. Leesures. (In Life, May 30, 1960, p.74) Appl. author: Grey Advertising Agency, Inc. © 26May60; KK152420.
Just for fun; Lee Riders. Now it's true, the denim stays blue. Leesures. (In Life, Apr. 4, 1960, p.126) Appl. author: Grey Advertising Agency, Inc. © 31Mar60; KK152413.
Just for fun; Lee tapered slacks, the Simca Elysee, put 'em together and you're really living. Leesures. (In Esquire, May 1960, p.54) Appl. author: Grey Advertising Agency, Inc. © 19May60; KK152418.
Just for fun; ridin' high and handsome in Lee shirts. Leesures. (In Sports illustrated, Apr. 25, 1960, p.34) Appl. author: Grey Advertising Agency, Inc. © 22Apr60; KK152415.
Sensational new ladies' Lee Westerner. Slacks. (In Sunset, June 1960, p.36) Appl. author: Grey Advertising Agency, Inc. © 25May60; KK152419.
- LEEMING (THOMAS) & CO., INC. ©**
It's that new Ben-Gay that's greaseless and stainless; this town is gonna be Peter Pain-less. (In Puck, Oct. 9, 1960, section 1, p.5) © 8Oct60; KK154486.
- LEPISTO, MATHEW N.**
My Ebenezer, a sermon in stone. By Pastor Matt N. Lepisto. © Matt N. Lepisto; 20Oct60; KK155028.
- LESTOIL PRODUCTS, INC. ©**
Instant spray starch; now, just spray and iron. Net weight 14 oz. © 18Aug60; KK153562.
Lestoil, the all purpose detergent; new, sparkle scent. Net contents full pint. © 7Nov60; KK155371.
Lestoil, the all purpose detergent; original pine scent. Net contents full pint. © 7Nov60; KK155372.
- LEUPIN, HERBERT.**
Potent Optilets. SEE Abbott Laboratories.
- LEVER, ABRAHAM W. ©**
The mystery cleansing tonic of land-n-sea; Mystery Tonic. © 15Jul60; KK152862.

LEVER BROS. CO. ©

Amazing new Nite-Lite only 50¢ with any Air-Wick aerosol label. (In Good housekeeping, Oct. 1960, p.171) Appl. author: Foote, Cone & Belding. © 20Sep60; KK154616.

Everybody saves during Lucky Lever shopping days. All & 3 other products. (In The Norwalk hour, Aug. 25, 1960, p.17) Appl. author: Foote, Cone & Belding. © 25Aug60; KK153983.

Hurry, hurry, hurry to your favorite store. The Lucky Lever \$100,000.00 sweepstakes. Wisk & 4 other products. (In Medford mail tribune, Aug. 25, 1960, p.3D) Appl. author: Foote, Cone & Belding. © 25Aug60; KK153991.

Less rub, less scrub when instant-action Handy Andy lends you a hand. (In Arizona days and ways magazine, Sept. 18, 1960, p.24) © 18Sep60; KK154904.

New Imperial is here; the first margarine unconditionally guaranteed to taste like the 70¢ spread. (In Good housekeeping, Nov. 1960, p.211) Appl. author: Foote, Cone & Belding. © 20Oct60; KK155066.

New Imperial is here; the first margarine unconditionally guaranteed to taste like the 70¢ spread, yet it costs so much less. (In Look, Nov. 8, 1960, p.81) Appl. author: Foote, Cone & Belding. © 25Oct60; KK155137.

New Life Line by Pepsodent is the only toothbrush that combines hard, thick bristles and soft, thin bristles in every tuft. (In McCall's, Sept. 1960, p.27) Appl. author: Foote, Cone & Belding. © 15Aug60; KK153996.

Save 20¢ on new Life Line toothbrush by Pepsodent. (In Sunday news, New York, Sept. 25, 1960, coloroto magazine section, p.2) Appl. author: Foote, Cone & Belding. © 25Sep60; KK154550.

LEVIN, FLOYD. SEE Parvin Manufacturing Co.

LEVIN, SAM W. SEE Parvin Manufacturing Co.

LIBBEY-OWENS-FORD GLASS CO. ©

9 advantages. Open world. Appl. author: Gilbert Williams. © 8Dec60; KK155964.

LIBBY, MCNEILL & LIBBY. ©

Frozen concentrate for limeade. Net 6 fl. oz. © 12Jul60; KK153169. (See also Libby, McNeill & Libby; 29Feb60; KK150041)

Frozen concentrate for limeade. 6 fl. oz. © 29Feb60; KK150041. (See also Libby, McNeill & Libby; 12Jul60; KK153169)

Frozen concentrated grapefruit-orange juice. Net 6 fl. oz. © 29Feb60; KK152790.

Frozen fresh, quartered & cut, Zucchini squash. Net weight 10 oz. © 11Aug60; KK153489.

LIBERTY. SEE Liberty Optical Manufacturing Co., Inc.

LIBERTY BAKING CO. ©

Buttercup white enriched bread. © 25Jul60; KK153492.

LIBERTY OPTICAL MANUFACTURING CO., INC. ©

Adding color to the Rx, by Ralph Drew. (The right eyewear at the right time, 3) © Liberty Optical Manufacturing Co., Inc., accepted alternative designation of Liberty; 10May60; KK155103.

Let's give the Rx a chance. By Ralph Drew. (The right eyewear at the right time, 1) © 10May59; KK154265.

Whither the Rx pendulum? Or, The practical approach to the minimum wardrobe. By Ralph Drew. (The right eyewear at the right time, 2) © 10Oct59; KK154266.

LIEBMAN BREWERIES, INC. ©

Another big election year with the prettiest candidates ever. Peggy Jacobsen & pictures of 5 other Miss Rheingold '61 candidates. (In Daily news, New York, Aug. 15, 1960, p.36) Appl. author: Foote, Cone & Belding. © 15Aug60; KK153368.

Emily Banks, Miss Rheingold 1960, sagt: Trink Rheingold Bier, das rat' ich dir. (In Sonntagsblatt Staats-Zeitung und Herold, Apr. 10, 1960, p.16-A) Appl. author: Foote, Cone & Belding. © 10Apr60; KK152655.

Friendly, fresh'ning, happily dry; Rheingold extra dry lager beer. Emily Banks, Miss Rheingold 1960, in election scene. (In Cue, Oct. 8, 1960, p.4 of cover) Appl. author: Foote, Cone & Belding. © 6Oct60; KK154563.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Emily Banks, Miss Rheingold 1960, cuddling dog. (In Daily news, New York, Oct. 31, 1960, p.51) Appl. author: Foote, Cone & Belding. © 31Oct60; KK155135.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Emily Banks, Miss Rheingold 1960, in duck dinner scene. (In Daily news, New York, Oct. 17, 1960, p.42) Appl. author: Foote, Cone & Belding. © 17Oct60; KK154713.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Emily Banks, Miss Rheingold 1960, in duck hunt scene. (In Daily news, New York, Nov. 21, 1960, p.53) Appl. author: Foote, Cone & Belding. © 21Nov60; KK155440.

Friendly, fresh'ning, happily dry; that's fine cold Rheingold. Emily Banks, Miss Rheingold 1960, in election scene. (In Daily news, New York, Oct. 3, 1960, p.49) Appl. author: Foote, Cone & Belding. © 3Oct60; KK154552.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Emily Banks, Miss Rheingold 1960 on duck hunt. (In Cue, Nov. 5, 1960, p.4 of cover) Appl. author: Foote, Cone & Belding. © 3Nov60; KK155132.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Geoffrey Holder & wife, Carmen de Lavallade. (In The New Jersey Afro-American, Nov. 12, 1960, p.20) Appl. author: Foote, Cone & Belding. © 9Nov60; KK155439.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by John Wayne. (In Daily news, New York, Oct. 24, 1960, p.43) Appl. author: Foote, Cone & Belding. © 24Oct60; KK155136.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Louis Armstrong. (In Daily news, New York, Nov. 7, 1960, p.87) Appl. author: Foote, Cone & Belding. © 7Nov60; KK155071.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Louis Armstrong. (In The New Jersey Afro-American, Oct. 8, 1960, p.18) Appl. author: Foote, Cone & Belding. © 5Oct60; KK154714.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold. Endorsed by Nat King Cole. (In Ebony, Nov. 1960, p.105) Appl. author: Foote, Cone & Belding. © 15Nov60; KK155445.

Friendly, fresh'ning, happily dry; that's fine cold Rheingold. Endorsed by Victor Borge. (In Daily news, New York, Oct. 10, 1960, p.50) Appl. author: Foote, Cone & Belding. © 10Oct60; KK154551.

Friendly, fresh'ning, happily dry; that's fine cold Rheingold. Hand holding can of Rheingold beer. (In The Attleboro sun, Aug. 1, 1960, p.16) Appl. author: Foote, Cone & Belding. © 1Aug60; KK152830.

Friendly, fresh'ning, happily dry, that's fine cold Rheingold; Nat's great on radio. Endorsed by Nat King Cole. (In The New Jersey Afro-American, Oct. 15, 1960, p.20) Appl. author: Foote, Cone & Belding. © 12Oct60; KK155444.

Friendly, fresh'ning, happily dry; that's fine cold Rheingold, says Mattiwlida Dobbs. (In Ebony, Oct. 1960, p.63) Appl. author: Foote, Cone & Belding. © 15Oct60; KK154549.

The heartiest welcome to Ireland's finest hurlers; Rheingold. (In Irish echo, June 11, 1960, p.10) Appl. author: Foote, Cone & Belding. © 9Jun60; KK153359.

Keep cool, keep refreshed, keep Rheingold on ice. (In Daily news, New York, June 30, 1960, p.47) Appl. author: Foote, Cone & Belding. © 30Jun60; KK152654.

Kenner haben's ausgefunden; dies ist Bier, wie Bier soll munden. Bottle & mug resting on ice cubes. (In Sonntagsblatt Staats-Zeitung und Herold, May 22, 1960, p.14-A) Appl. author: Foote, Cone & Belding. © 22May60; KK152552.

A letter from Nat King Cole. Rheingold. Open letter. (In The New Jersey Afro-American, July 30, 1960, p.20) Appl. author: Foote, Cone & Belding. © 27Jul60; KK153362.

Listen, you'll hear millions saying it: my beer is Rheingold. Emily Banks, Miss Rheingold 1960, in sailing scene. (In Pictorial TView (New York Journal-American), June 5, 1960, p.20) Appl. author: Foote, Cone & Belding. © 5Jun60; KK152549.

Listen, you'll hear millions saying it: my beer is Rheingold. Emily Banks, Miss Rheingold 1960, with group in sailing scene. (In Orange transcript, June 30, 1960, p.12) Appl. author: Foote, Cone & Belding. © 30Jun60; KK153329.

Mi cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. Banana trees in San Juan, Puerto Rico. (In La Prensa, July 18, 1960, p.7) Appl. author: Foote, Cone & Belding. © 18Jul60; KK153361.

Mi cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. Ferry slip in San Juan. (In La Prensa, June 6, 1960, p.7) Appl. author: Foote, Cone & Belding. © 6Jun60; KK152388.

Mi cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. La Fortaleza de San Juan; cannon. (In La Prensa, July 5, 1960, p.7) Appl. author: Foote, Cone & Belding. © 5Jul60; KK152661.

Mi cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. Stooping beside man holding fish net. (In La Prensa, May 31, 1960, p.7) Appl. author: Foote, Cone & Belding. © 31May60; KK152547.

Mi cerveza es Rheingold, la cerveza refrescante, dice Emily Banks, Miss Rheingold 1960. Universitarios en Rio Piedras. (In La Prensa, May 9, 1960, p.7) Appl. author: Foote, Cone & Belding. © 9May60; KK152382.

Millions say it, my beer is Rheingold. Miss Rheingold 1960, Emily Banks, at dog trial. (In Sunday news, New York, Sept. 18, 1960, coloroto maga-

zine section, p.3) Appl. author: Foote, Cone & Belding. © 18Sep60; KK153997.

My beer is Rheingold, says Anthony Perkins. (In Daily news, New York, June 6, 1960, p.36) Appl. author: Foote, Cone & Belding. © 6Jun60; KK152386.

My beer is Rheingold, says Anthony Perkins. Extra good because it's extra dry. (In Daily news, New York, Sept. 6, 1960, p.39) Appl. author: Foote, Cone & Belding. © 6Sep60; KK153994.

My beer is Rheingold, says Cab Callo-way. (In The New Jersey Afro-American, Sept. 3, 1960, p.18) Appl. author: Foote, Cone & Belding. © 31Aug60; KK153985.

My beer is Rheingold, says Dorothy Dandridge. (In New Jersey Afro-American, May 7, 1960, p.20) Appl. author: Foote, Cone & Belding. © 4May60; KK152544.

My beer is Rheingold, says Ethel Merman. (In New York mirror, Aug. 15, 1960, p.7) Appl. author: Foote, Cone & Belding. © 15Aug60; KK153369.

My beer is Rheingold, says John Wayne. Extra refreshing, extra satisfying, because it's extra dry. (In Sunday news, New York, June 12, 1960, coloroto magazine section, p.5) Appl. author: Foote, Cone & Belding. © 12Jun60; KK152383.

My beer is Rheingold, says John Wayne. Millions like the dry beer best. (In Daily news, New York, May 31, 1960, p.35) Appl. author: Foote, Cone & Belding. © 31May60; KK152384.

My beer is Rheingold, says Julie London. (In Daily news, New York, July 25, 1960, p.34) Appl. author: Foote, Cone & Belding. © 25Jul60; KK152908.

My beer is Rheingold, says Julie London. (In Sunday news, New York, July 24, 1960, coloroto magazine section, p.4 of cover) Appl. author: Foote, Cone & Belding. © 24Jul60; KK152905.

My beer is Rheingold, says Louis Armstrong. (In The New Jersey Afro-American, Sept. 10, 1960, p.15) Appl. author: Foote, Cone & Belding. © 7Sep60; KK153986.

My beer is Rheingold, says Mattiwillda Dobbs. (In The New Jersey Afro-American, June 4, 1960, p.20) Appl. author: Foote, Cone & Belding. © 1Jun60; KK152548.

My beer is Rheingold, says Mattiwillda Dobbs. (In The New Jersey Afro-American, Oct. 1, 1960, p.20) Appl. author: Foote, Cone & Belding. © 1Oct60; KK154561.

My beer is Rheingold, says Rosalind Russell. (In Daily news, New York, July 18, 1960, p.43) Appl. author: Foote, Cone & Belding. © 18Jul60; KK152907.

My beer is Rheingold, says Valerie Carr. (In New Jersey Afro-American, May 21, 1960, p.20) Appl. author: Foote, Cone & Belding. © 18May60; KK152546.

Nuestra cerveza es Rheingold, la cerveza refrescante, cantan Los Panchos. Group entertaining Emily Banks, Miss Rheingold 1960. (In La Prensa, May 16, 1960, p.7) Appl. author: Foote, Cone & Belding. © 16May60; KK152545.

Our beer is Rheingold, say Mr. and Mrs. Cozy Cole. (In The New Jersey Afro-American, July 9, 1960, p.20) Appl. author: Foote, Cone & Belding. © 6Jul60; KK152904.

Our beer is Rheingold, say the Four Step Brothers. (In The New Jersey Afro-American, Sept. 24, 1960, p.18) Appl. author: Foote, Cone & Belding. © 21Sep60; KK154559.

Over and over, millions say, my beer is Rheingold. Emily Banks, Miss Rheingold 1960, at the beach. (In Daily news, New York, Aug. 1, 1960, p.34) Appl. author: Foote, Cone & Belding. © 1Aug60; KK153363.

Over and over, millions say, my beer is Rheingold. Emily Banks, Miss Rheingold 1960, with beach ball. (In Pictorial TVView (New York Journal-American), July 3, 1960, p.20) Appl. author: Foote, Cone & Belding. © 3Jul60; KK152659.

Rheingold brings you a cool evening with Nat King Cole. Seated in chair. (In The New Jersey Afro-American, Aug. 6, 1960, p.20) Appl. author: Foote, Cone & Belding. © 3Aug60; KK153332.

Rheingold salutes a good neighbor, Edgar Thomas Williams, Jr. (In The New Jersey Afro-American, Aug. 13, 1960, p.20) Appl. author: Foote, Cone & Belding. © 10Aug60; KK153330.

Rheingold salutes a good neighbor, Eric de Freitas. (In The Afro-American, N. J., Oct. 22, 1960, p.20) Appl. author: Foote, Cone & Belding. © 19Oct60; KK155134.

Rheingold salutes a good neighbor, Harold A. Lett. (In N. Y. Amsterdam news, May 14, 1960, p.36) Appl. author: Foote, Cone & Belding. © 14May60; KK152390.

Rheingold salutes a good neighbor, Leigh Whipper. (In The New Jersey Afro-American, Sept. 17, 1960, p.20) Appl. author: Foote, Cone & Belding. © 14Sep60; KK153992.

Rheingold salutes a good neighbor, Mrs. Kate Johnson Hicks. (In The New Jersey Afro-American, Jan. 16, 1960, p.20) Appl. author: Foote, Cone & Belding. © 13Jan60; KK152903.

Rheingold salutes a good neighbor, Robert L. Douglas. (In The New Jersey Afro-American, June 11, 1960, p.20) Appl. author: Foote, Cone & Belding. © 8Jun60; KK152550.

Rheingold salutes a good neighbor team, Mr. and Mrs. George E. Meares. (In The New Jersey Afro-American, July 16, 1960, p.20) Appl. author: Foote, Cone & Belding. © 14Jul60; KK152900.

Seems as though everybody's saying it: my beer is Rheingold. Emily Banks, Miss Rheingold 1960, in western scene. (In Sunday news, New York, June 26, 1960, coloroto magazine section, p.9) Appl. author: Foote, Cone & Belding. © 26Jun60; KK153331.

Seems as though everybody's saying it: my beer is Rheingold. Emily Banks, Miss Rheingold 1960, pouring ice on cans in western scene. (In Daily news, New York, Sept. 19, 1960, p.46) © 19Sep60; KK153998.

So many people who like good beer say: my beer is Rheingold. Emily Banks, Miss Rheingold 1960, in picnic scene. (In Daily news, New York, May 23, 1960, p.36) Appl. author: Foote, Cone & Belding. © 23May60; KK152387.

Spend a cool evening with Rheingold and me, says Nat King Cole. (A cool evening with Nat King Cole) Large glass of beer. (In Daily news, New York, Aug. 8, 1960, p.34) Appl. author: Foote, Cone & Belding. © 8Aug60; KK153367.

Spiegeln, Spiegeln an der Wand, was ist das beste Bier im Land? Rheingold. [Girl reflected in mirror; winner] (In Sonntagsblatt Staats-Zeitung und Herold, June 12, 1960, p.14-A) Appl. author: Foote, Cone & Belding. © 12Jun60; KK152662.

You hear it everywhere: my beer is Rheingold. Emily Banks, Miss Rheingold 1960, & boat racing crew. (In Daily news, New York, June 13, 1960, p.51) Appl. author: Foote, Cone & Belding. © 13Jun60; KK152385.

You hear it everywhere, my beer is Rheingold. Emily Banks, Miss Rheingold 1960, at indoor barbecue. (In Daily news, New York, Sept. 12, 1960, p.41) Appl. author: Foote, Cone & Belding. © 12Sep60; KK153995.

You hear it everywhere, my beer is Rheingold. Emily Banks, Miss Rheingold 1960, with group on picnic. (In Daily news, New York, July 5, 1960, p.35) Appl. author: Foote, Cone & Belding. © 5Jul60; KK152660.

You win without even trying in America's second-largest election. Miss Rheingold 1961 election box. (In Connecticut retailers guide, Sept. 1960, p.1) Appl. author: Foote, Cone & Belding. © 1Sep60; KK153990.

You win without even trying in America's second-largest election; Rheingold. Miss Rheingold 1961 ballot box with pictures of six candidates. (In Connecticut retailers guide, Aug. 1960, p.1) Appl. author: Foote, Cone & Belding. © 1Aug60; KK153365.

LIGGETT & MYERS TOBACCO CO. ©

Enjoy velvet-smooth smoking the whole bow through; Velvet pipe & cigarette tobacco. (In The Saturday evening post, Oct. 24, 1959, p.77) © 20Oct59; KK155147.

For a new adventure in smoking, try new Oasis. Gardner McKay. (In Life, Sept. 28, 1959, p.12-13) Appl. author: McCann-Erickson, Inc. © 24Sep59; KK152352.

L & M has found the secret that unlocks flavor, flavor that lets your taste come alive. 1, handsome holiday carton; 2, free Christmas carol record. (In The Saturday evening post, Dec. 3, 1960, p.4 of cover) © 29Nov60; KK155390.

L & M has found the secret that unlocks flavor in a filter cigarette. Beach scene. (In Life, Aug. 1, 1960, p.4 of cover) © 27Jul60; KK155151.

L & M has found the secret that unlocks flavor in a filter cigarette. Convention scene. (In Look, July 5, 1960, p.4 of cover) © 21Jun60; KK155149.

L & M has found the secret that unlocks flavor in a filter cigarette. Football scene. (In The Saturday evening post, Sept. 10, 1960, p.4 of cover) © 6Sep60; KK155148.

L & M has found the secret that unlocks flavor in a filter cigarette. Tobacco scene. (In Life, Sept. 5, 1960, p.4 of cover) © 1Sep60; KK155150.

Men of America: lobster fisherman. Chesterfield king. (In Life, Mar. 2, 1959) Appl. author: McCann-Erickson, Inc. © 26Feb59; KK155501.

LINCOLN METAL PRODUCTS CORP. ©

Behold, the beauty of wood on bodies of steel; BeautyWare. Wood-Tones; pantryware. © 17Jun60; KK152630.

LINCOLN METAL PRODUCTS, INC. ©

New modern compact design saves space, holds more. All-in-one Beauty-Bin; BeautyWare. © 8Jul60; KK152682.

LINK RESEARCH CO. ©

The game of life, a full 3-D action game. Ages 10 to adult. 4000. By Milton Bradley Co. Endorsed by Art Linkletter. © 12Mar60; KK155899.

LIPTON (THOMAS J.) INC. ©

Low calorie Wish-Bone French style imitation french dressing. Contents 8 fluid oz. © 27Jul60; KK153218.

Low calorie Wish-Bone Italian dressing. Contents 8 fluid oz. © 27Jul60; KK153219.

Wish-Bone deluxe french dressing. Contents one gallon. © 7Jun60; KK153266.

Wish-Bone French dressing. Contents one gallon. © 22Dec59; KK154938.

LITECRAFT MANUFACTURING CORP. ©
 Litecraft brings you the ValuLite line. Fluorescent fixture & 3 other lighting fixtures. Appl. author: Clint Lewis. © 15Jul60; KK152689.
 Lite-Grafts by Litecraft Manufacturing Corp., the ValuLite line. No.Y201 10" ceiling drum [& other lighting fixtures] Appl. author: J. L. Kilpatrick. NM: additions & revisions. © 28Jul60; KK152690.

LITTLE, MARY E. ©
 Fidele, the legend of a good dog; told and illustrated by Mary E. Little. Jacket illus. © 15Sep60; KK154751.

LIVINGSTON-KOSTER. ©
 C. A. T., checking account technique. Hold on to a small portion of what you earn with a checking account technique. © 18Nov60 (in notice: 1961); KK155141.

LOCAL ADVERTISING, INC. ©
 A few facts you should know about claim service. This independent insurance agency acts as your representative. (Sample folder, no.24) Appl. author: Stanley F. Withe. © 28Oct60; KK154791.

LOCKHEED AIRCRAFT CORP. ©
 Aluminum windows and window walls; architectural products. A.I.A. 16-e. © 6Jul60; KK155020.

LOFT CANDY CORP. ©
 Halloween marshmallow pops. 3 1/2 ounces net weight. © 18Jul60; KK154011.

LORDEL INDUSTRIES. ©
 Free ink any time; Aqua Pen fills with water, instantly writes with ink. (In Daily news, Sept. 7, 1960, p.9C) © 7Sep60; KK154213.

LORILLARD (P.) CO. ©
 Refreshes while you smoke; only Newport adds a refreshing hint of mint to the soothing coolness of menthol and the ocean-breeze freshness of super-porous Micropore paper. Filter cigarettes. Couple sitting by mid-ocean arch. (In Life, Oct. 19, 1959, p.119) © 15Oct59; KK154335.
 Spring, the air-conditioned cigarette. An amazing electronic process creates the lightest, mildest, cleanest taste in smoking. (In Life, Oct. 26, 1959, p.4 of cover) © 26Oct59; KK155017.
 There's no substitute for quality; Kent filters best for the flavor you like. (In Life, Oct. 12, 1959, p.147) © 8Oct59; KK154334.
 Whether it's the paper or the filter or the tobacco blend, Kent's the best from end to end. Kent filters best for the flavor you like. (In Ebony, Oct. 1959, p.65) © 16Sep59; KK154336.

LOS ANGELES PLUMBING INDUSTRY PROGRESS & EDUCATION FUND. SEE Plumbing Industry Progress & Education Fund, Los Angeles.

LOS ANGELES SMOKING & CURING CO. ©
 Lascco barbecued salmon. Tare wt. 1/4 oz. © 9Apr60; KK155602.
 Lascco brand, golden smoked Alaska cod. Tare wt. 1/4 oz. © 14Mar60; KK155072.

LOS ANGELES SOAP CO. ©
 New, White King Soft 'n Fluff fabric rinse. Full quart. © 1Aug60; KK154032.

LOWE (BERNARD) ENTERPRISES, INC. SEE Cameo Records.

LOWE (JOE) CORP. ©
 Air Force trading card in every frozen fudge Bi-sicle bag. No.10BTC. Appl. author: Max Liebman. © 26Feb60; KK153253.
 Banana Fudgsicle. 10-BF5. Appl. author: Max Liebman. © 22Apr60; KK153246.
 Boys and girls, help John Wayne, as Col. David Crockett, defend the Alamo in the Popsicle Alamo heroes contest. Appl. author: Max Liebman. © 9May60; KK153250.
 Cheerio, deliciously coated ice cream bar. 10 H1. Appl. author: Max Liebman. © 9Mar60; KK153244.
 Cho-Cho, chocolate malted ice cream on-a-stick, chocolate coated. A Sicle product. 60CC5. Appl. author: Fred L. Ryon. © 26Feb60; KK153247.
 Cho-Cho, chocolate malted ice cream on-a-stick; chocolate coated Sextet. A Sicle product. 6. Net contents 15 fl. oz. Appl. author: Max Liebman. © 30Jun60; KK153249.
 Cool fun, Popsicle. 10-Pl. Appl. author: Max Liebman. © 8Apr60; KK153260.
 Creamsicle. 10-R1. Appl. author: Max Liebman. © 8Apr60; KK153259.
 Deliciously coated on-a-stick Banana Dazzle. 10-BD5. Appl. author: Max Liebman. © 19Apr60; KK153254.
 Fudgsicle, a frozen product; handy 6 pack. Net contents 18 fl. ozs. Appl. author: Sydney Weiss. © 11Dec59; KK153242.
 Fudgsicle; deliciously rich frozen fudge thru and thru. 10-Fl. Appl. author: Max Liebman. © 8Apr60; KK153258.
 Hey, kids, help John Wayne, as Col. David Crockett defend the Alamo in the Popsicle Alamo heroes contest. Appl. author: Max Liebman. © 14Mar60; KK153255.
 John Wayne and the Alamo carry the Sicle ball coast to coast for Popsicle. Alamo heroes contest. (In The Ice cream review, Apr. 1960, p.51) Appl. author: Max Liebman. © 1Apr60; KK153239.
 John Wayne and 30 million kids are shooting for record Popsicle sales for you. Alamo heroes contest. (In The Ice cream review, June 1960, p.59) Appl. author: Max Liebman. © 1Jun60; KK153240.
 Kids, help John Wayne, as Col. David Crockett, defend the Alamo in the Popsicle Alamo heroes contest. Appl. author: Max Liebman. © 17May60; KK153241.
 Magic flavor. 10-A2. Appl. author: Max Liebman. © 9Mar60; KK153245.
 Popsicle, a quiescent frozen product; take home handy 6 pack. Orange. Net contents 21 fl. ozs. Appl. author: Sidney Weiss. © 22Dec59; KK153261.
 Popsicle news flash; John Wayne triggers the colossal Alamo heroes contest. Appl. author: Max Liebman. © 1Mar60; KK153252.
 Real big taste treat. 10-A3. Appl. author: Max Liebman. © 9Mar60; KK153257.
 Save 4 1/2 to 5 hours sponge time with Sure Dou in white bread, wheat bread ... and many other varieties. Appl. author: Max Liebman. © 23May60; KK153251.
 Sidewalk banana split on-a-stick. 10-SBS5. Appl. author: Max Liebman. © 19Apr60; KK153256.
 Sidewalk malted, crispy crunchy coated, a delicious chocolate malted on-a-stick. 10-SM5. Appl. author: Max Liebman. © 19Apr60; KK153243.

Special, fruit-punch Popsicle. 10PF16. Appl. author: Max Liebman. © 26Feb60; KK153248.

LUCE MANUFACTURING CO. ©
 The choo-choo bag. © 10Oct60; KK155891.

LUCK (G.) CO. ©
 Skill-Jump may be played by one or more players. Directions. Appl. author: George Luck. © 12Dec60; KK155885.

LUDWIG MANUFACTURING CO., INC. ©
 New, apple slicer-corer. (Factory no.A-1) Appl. author: Western Advertising Agency. © 8Aug60; KK153069.

LUG-ALL CO. ©
 The basic steps toward a Lug-All sale. (Form no.180) Appl. author: DeWitt C. Cox. © 18Jul60; KK154025.

LUGGAGE DIVISION, SHWAYDER BROS., INC. SEE Shwayder Bros., Inc. Luggage Division.

LYNCH-JAMENTZ CO. ©
 New, Jamco lock 'n lift roast rack; oven rack. Model no.200. © 9Aug60; KK153062.

LYNN (BETTY) PRODUCTS CORP. ©
 Old Fashioned oven fresh butter cookies, just like grandma used to bake. Full pound. © 1Nov60; KK154979.

M

MCC. SEE McCormick & Co., Inc.

MCK & R. SEE McKesson & Robbins, Inc.

MFBS CO. SEE Minnesota Farm Bureau Service Co.

M.L.M.K. SEE Mrs. Leland's Master Kitchens.

M. M. & B. CO. SEE Manheim Manufacturing & Belting Co.

M.N.B. SEE Michigan National Bank.

M. N. L. SEE Lepisto, Mathew N.

M. R. C. SEE Mortgage Refinance Co.

MVSS CO. SEE Mississippi Valley Structural Steel Co.

MCCARTHY, JOHN K. SEE Snow Construction Co., Inc.

MCCORMICK & CO., INC. ©
 Flavor-magic makes your turkey dressing and pumpkin pie twice as nice. Schilling dehydrated parsley flakes & 5 other spices & seasonings. (In Ladies home journal, Nov. 1960, p.91) © 27Oct60; KK155016.
 Get the flavor magic that puts more zip and zest in cook-out meals. Schilling garlic salt & 5 other spices and seasonings. (In Ladies home journal, June 1960, p.105) Appl. author: Lennen & Newell, Inc. © 31May60; KK153445.
 Schilling barbecue sauce mix. Makes 12 fl. ozs. 1 3/4 ozs. net wt. © 14Dec59; KK154469.
 Schilling chili seasoning mix. 1 1/4 ozs. net wt. © 15Jan60; KK154468.

You need these finer spices and seasonings to give flavor magic to your meals. Oregano & 6 other spices and seasonings. (In Ladies home journal, Sept. 1959, p.153) © 25Aug59; KK152847.

MCCURDY & CO., INC. ©

According to an ancient proverb, a hundred men can make an encampment, but it takes a woman to make a home. (In Rochester times-union, Sept. 27, 1960, p.5) © 27Sep60; KK154762.

The best and the biggest cooler is a swimming pool. July is the jubilee month when your money buys more at McCurdy's. (In Rochester times-union, July 21, 1960, p.5) © 21Jul60; KK153027.

Exposed; how to be a summer beauty. Come browse in air-cooled ecstasy; there are more summer finds at McCurdy's. (In Rochester times-union, June 23, 1960, p.5) © 23Jun60; KK153026.

A father is someone who fixes, carries, does, empties or pays for. From right now until June 19th McCurdy's is a men's store. (In Rochester times-union, June 7, 1960, p.5) © 7Jun60; KK153028.

One hundred and thirty-six years ago, in 1824, an American citizenry numbering 356,038 participated in the first popular vote for a United States president. (In Rochester times-union, Oct. 25, 1960, p.5) © 25Oct60; KK154764.

Six hours a day, five days a week she puts up with wiggling, giggling, questions, answers, note passing, paper grading, homework. (In Rochester times-union, Aug. 30, 1960, p.5) © 30Aug60; KK154760.

Stop the milk, board the dog. McCurdy's is vacation aide, vacation expert, vacation supplier. (In Rochester times-union, July 7, 1960, p.5) © 7Jul60; KK153029.

Which girl is the hostess? (In Rochester times-union, Oct. 14, 1960, p.5) © 14Oct60; KK154763.

You can't tell what's inside a child. (In Rochester times-union, Aug. 18, 1960, p.5) © 18Aug60; KK154759.

MCCURDY'S & CO., INC. ©

A career girl may work for a man, but a wife works because of one. (In Rochester times-union, Sept. 15, 1960, p.5) © 15Sep60; KK154761.

MCGOWN (PEARL K.) INC. ©

Dear HooKraTsmen. © 15Jun60; KK152594.

Dear HooKraTsmen. © 15Sep60; KK153917.

Dear HooKraTsmen. © 15Nov60; KK155792.

MCGRAW-EDISON CO. TOASTMASTER DIVISION. ©

This Christmas choose Toastmaster appliances and welcome a tradition into your home. (In Ebony, Oct. 1959, p.18) Appl. author: Erwin, Wasey, Ruthrauff & Ryan, Inc. © 16Sep59; KK153634.

MCGREGOR, HARVEY C. ©

A philatelic souvenir. 600 worldwide stamps. © 5Dec60; KK155887.

MCHUTCHISON & CO. ©

Fountain-of-blue Siberian iris; A Mac-Pak garden product. 67223860. Appl. author: Sweeney, Krist & Dimm. © 9Sep60; KK153747.

MACKENZIE, GARRY. ©

Here come the bees, by Alice E. Goudey. Jacket illus. © 3Jun60; KK152955.

MACKENZIE, ROBERT A. SEE MacKenzie Vault Co.

MACKENZIE VAULT CO.

Stone-Tone vault. Appl. author: Gabriel Antony. © MacKenzie Vault Co., a proprietorship owned by Robert A. MacKenzie; 10Oct60; KK154338.

MCKESSON & ROBBINS, INC. ©

After the fight, the happiest scotch, Martin's original V.V.O. brand. (In The New York times, June 20, 1960, p.36) © 20Jun60; KK152493.

After the game, the happiest scotch, Martin's original V.V.O. brand. (In The New York times, May 24, 1960, p.45) © 24May60; KK152492.

After the game, the happiest scotch: Martin's original V.V.O. brand. (In The New York times, Sept. 13, 1960, p.44) © 13Sep60; KK154421.

Dream of things Italiano? Win a prize with Galliano; favorite recipe contest. Liqueur. (In Gourmet, Sept. 1960, p.3) © 1Sep60; KK154420.

Fond of things Italiano? Try a sip of Galliano; liqueur. (In The New Yorker, June 25, 1960, p.71) © 23Jun60; KK152490.

Fond of things Italiano? Try these drinks with Galliano; liqueur. (In The New Yorker, Sept. 24, 1960, p.171) © 22Sep60; KK154419.

Il liquori Galliano ora batte tutti gli altri liquori italiani messi insieme. Translation: Liqueur Galliano now outsells all other Italian liqueurs combined. (In Liquor store, May 1960, p.1) © 1May60; KK152491.

MCKIERNAN, KENNETH G. ©

Concentrated cherry smoke; when applied to a charcoal fire ... will impart a flavor far more delectable than the better known hickory or applewood. © 9Aug60; KK153423.

MAD CARD CO. SEE Damon, James William T.

MADISON INDUSTRIES, INC. ©

100% dividend in stock removal; Doublelife reamer. © 15Apr60; KK152363.

MAGLA PRODUCTS.

Car cloth. No.131. © Herbert Glatt, d.b.a. Magla Products; 8Dec60; KK155799.

MAGNAFLUX CORP. ©

Because your test needs are different, from Magnaflux you can find many engineered nondestructive test systems. (In Metal progress, Oct. 1960 p.178-179) Appl. author: Stoetzel & Associates, Inc. © 29Sep60; KK154405.

From steel billets to honeycombs, non-destructive test systems, all engineered by Magnaflux. (In Metal progress, Aug. 1960, p.23-A--24-A) Appl. author: Stoetzel & Associates, Inc. © 29Jul60; KK154406.

MAHON (THOMAS J.) INC. ©

Medical breakthrough gives faster relief in sinus and head cold congestion. New nasal spray with suction vacuum cleans your sinuses; Phenyl-Drane. (In Syracuse herald-journal, Oct. 25, 1960, p.14) © 25Oct60; KK154767.

Medical breakthrough gives faster relief in sinus and head cold congestion; Phenyl-Drane. (In Syracuse post-standard, Nov. 1, 1960, p.5) © 1Nov60; KK155416.

MAIDEN FORM BRASSIERE CO., INC. ©

I dreamed I accentuated the positive in my Maidenform bra and minimized the negative in my Maidenform girdle. Twice-Over; elastic bra. Fris-kee; girdle or pantie. (In Charm, Sept. 1959, p.52-53) Appl. author: Norman, Craig & Kummel, Inc. © 22Aug59; KK153030.

I dreamed I looked in the mirror in my Maidenform bra and saw myself in my Maidenform girdle. Undertone. Curtsy; girdle or pantie. (In American girl, Sept. 1959, p.12-13) Appl. author: Norman, Craig & Kummel, Inc. © 25Aug59; KK153031.

I dreamed I sang a duet at the Met in my Maidenform bra. Sweet Music bras. (In Vogue, Oct. 1, 1959, p.30) Appl. author: Norman, Craig & Kummel, Inc. © 1Oct59; KK153041.

I dreamed I was a medieval maiden in my Maidenform bra. Star Flower. (In Ladies' home journal, Sept. 1959) Appl. author: Norman, Craig & Kummel. © 20Aug59; KK152647.

Maidenform makes and sells many, many, many, many, many more bras than anyone else in America. Famous buys of history. (In Women's wear daily, Feb. 18, 1960, p.29) Appl. author: Norman, Craig & Kummel, Inc. © 18Feb60; KK154315.

Once again in 1959, our bra and girdle sales reached an all time high; Maidenform. (In Women's wear daily, Dec. 31, 1959, section 2, p.9) Appl. author: Norman, Craig & Kummel, Inc. © 31Dec59; KK153054.

Star Flower, new Maidenform bra of bras that has greatness written all over it. (In Women's wear daily, June 4, 1959, section 1, p.17) Appl. author: Norman, Craig & Kummel, Inc. © 4Jun59; KK152408.

MAIL-WELL ENVELOPE CO.

Pinnacle Orchards; the pinnacle of perfection in gifts of fruit. Form 3547 requested. © Mail-Well, accepted alternative designation of Mail-Well Envelope Co.; 25Jul60; KK153428.

Walter Marx Gardens. Contents: 36 page catalog. © Mail-Well Envelopes, accepted alternative designation of Mail-Well Envelope Co.; 20May60; KK152343.

MAJOR LINE PRODUCTS CO., INC. ©

A catalog of Major Line kitchen cabinets; over 500 units to create your own kitchen beautiful. © 10Feb60; KK152815.

MANHEIM MANUFACTURING & BELTING CO. ©

Veelos is ready, willing and able to improve the efficiency of your drives; link v-belt. Appl. author: Foltz-Wessinger, Inc. © 11Aug60; KK153463.

Veelos v-belt installation directions. Appl. author: Foltz-Wessinger, Inc. © 11Nov60; KK155189.

MARATHON DIVISION, AMERICAN CAN CO.

SEE American Can Co. Marathon Division.

MARCUS, LOUIS. ©

Fall-Christmas display guide; '60. © 30Jun60; KK152307.

MARGHAB (EMILE) INC. ©

Arcadia by Marghab. For casual use, on exclusive rough textured Marcasual; linen. Set of round place mats, napkins, small rounds. © 20Sep60; KK154180.

Autumn leaves by Marghab; linen. Set of oblong place mats with napkins. © 20Sep60; KK154179.

MARGHAB (EMILE) INC.-Con.

Breakfast and tray sets by Marghab. Twisted ribbon; ponto grega. © 20Sep60; KKI154186.

Iris by Marghab. Graceful and perennial favorite on Margandie, fabric of pure cotton, with linen napkins. Set of oblong place mats with napkins. © 20Sep60; KKI154185.

Ladies' handkerchiefs by Marghab; linen. Marlace & 6 others. © 20Sep60; KKI154178.

Large cloth sets by Marghab. Florentine, dramatically sculptured ... on exclusive rough textured white Marcasual; linen. © 20Sep60; KKI154182.

New wheat by Marghab; linen. Set of oblong place mats with napkins. © 20Sep60; KKI154177.

Shadowed leaves by Marghab; linen. © 20Sep60; KKI154181.

Towels by Marghab; linen. Tree & 3 others. © 20Sep60; KKI154184.

Various articles by Marghab. Thousand eyes & 3 other linens. © 20Sep60; KKI154183.

MARIETTA METAL PRODUCTS CORP. ©

Magic-Heat baseboard radiation type M. Appl. author: John Hancock. © 10Jun60; KKI152350.

MARINE TRUST CO. OF WESTERN NEW YORK. ©

\$2,055,000-Central School District no.1, towns of Salina and Clay, Onondaga County, New York; 3.60% school bonds. September 22, 1960. (Illustration of two high school pupils, boy & girl, in front of a school) (In The New York Times, Sept. 22, 1960, p.39) Appl. author: Doremus & Co. NM: revisions. © 22Sep60; KKI154352.

MARKEL (L. FRANK) & SONS. ©

Deviled by heat? To meet your specifications with complete satisfaction: six versatile products with high temperature characteristics. Flexite Teflon extruded tubing & 5 other products. © 28Nov60; KKI155227.

In the line of excellence, extruded insulations of silicone rubber. Flexite; Flexlead. © 23Aug60; KKI153609.

MARKET FORGE CO. ©

Medi-prep medicine station. NM: additions. © 17Mar59; KKI152645.

MARKETING & ADVERTISING ASSOCIATES. ©

Now all you need is Heimbach's bread baked to flatter your favorite foods. Dutch Maid enriched bread. (In Allentown evening chronicle, Oct. 5, 1960, p.46) © 50Oct60; KKI154628.

MARLENN PRODUCTS CO., INC. ©

Cabin in the Pines air freshener perfect for car, home, anywhere. © 21Nov60; KKI155293.

MARS, INC. ©

America's favorite candy date; Milky Way. Appl. author: Needham, Louis & Brorby, Inc. © 11Jul60; KKI153607.

Look inside for your happy Halloween profit maker; displays designed to move merchandise. Happy Halloween treats; quality candy. Kit no.1111; no.1111A. © 14Apr60; KKI153085.

Now, Marsettes go minty. Tingling-fresh creme mint in real chocolate. (In Reader's digest, Feb. 1959, p.32) © 20Jan59; KKI155080.

MARV-O-LUS MANUFACTURING CO. ©

Guest closet hanger, model 4C. Boot-rest tidy-master, model 500. Appl. author: Marvin Glassenberg. © 6Jul60; KKI153580.

MASAL CO. ©

Trio 3-bands toy watch set. Appl. author: Max Saalheimer. © 12Dec60; KKI155528.

MASON CANNING CO., INC. ©

Sea View fancy stewed plum tomatoes. Net contents 14 1/2 oz. avd. © 24Aug60; KKI153639.

MASSON (PAUL) VINEYARDS. ©

Bottle: a luxury you don't have to pay installments on. California champagne. (In The New Yorker, Oct. 17, 1959, p.153) Appl. author: Weiner & Gossage. © 17Oct59; KKI155332.

Gift catalogue for blithe spirits by Paul Masson; California champagnes, wines, brandies. PM-340. © 10Oct60; KKI154488.

Paul Masson said: The yardarm is a state of mind. Brandy. (In The New Yorker, Mar. 14, 1959, p.69) Appl. author: Weiner & Gossage, Inc. © 14Mar59; KKI155793.

A visit to the famous Paul Masson champagne cellars, Saratoga, California. © 8Nov60; KKI154912.

Ways with wine; a cook book, a drink book. © 7Nov60; KKI154909.

You are invited to the Paul Masson champagne cellars in Saratoga, California to see how wine is aged and champagne is made. PM-338. Designed by Jerome Gould. (Invitation folder) © 21Oct60; KKI154657.

MASTER SUNDAY-BULLETIN CLUB. ©

Exciting introductory offer, 3 practical gifts free just for trying the popular Master Sunday-Bulletin Club worship service folders for one month. © 26Aug60; KKI153590.

The Master Sunday-Bulletin Club invites you to take your choice of 2 worship service folder plans. Get 3 gifts free just for trying either plan for one month. Lifetone folders; duotone folders. © 27May60; KKI153095.

Ministers, let the famous midweek call-to-worship plan increase attendance, stimulate interest in your church. Get \$11.50 in useful gifts free. © 30Jun60; KKI153096.

MASTERFORM MANUFACTURING CO. ©

MasterForm Manufacturing Co. WE 9-3361-2-3. © 8Jun60; KKI152613.

MATERIAL HANDLING INSTITUTE, INC., PITTSBURGH.

New England Show ... June 6 through 8, 1960, Commonwealth Armory, Boston, Mass.; directory of exhibits. © Material Handling Institute, Inc.; 6Jun60; KKI152861.

MATHIESON (OLIN) CHEMICAL CORP. ©

I don't usually give testimonials, but Vionate is definitely a dog's best friend. (In The New Yorker, Feb. 14, 1959, p.96) © 14Feb59; KKI155018.

MEAD JOHNSON & CO. ©

And now, Metrecal in liquid form, ready to drink. (In The New York Times, Nov. 3, 1960, p.30) © 3Nov60; KKI155890.

What have you heard about Metrecal, the new concept of weight control? (In Look, Sept. 27, 1960, p.104) © 13Sep60; KKI154049.

What is distinctive about Metrecal, the new concept for weight control? Chocolate Metrecal powder; chocolate Metrecal liquid. (In New York herald-tribune, Nov. 9, 1960, p.21) © 9Nov60; KKI155573.

MECKLENBORG, ROBERT B.

Another day, another dollar. SEE National Underwriter Co.

MEDICAL APPLIANCE ENTERPRISES.

Adjustrix, sphygmomanometer mount. © Lorenzo R. Berry & Kenneth H. Reisdorff d.b.a. Medical Appliance Enterprises; 1Jun60; KKI152666.

MEMCO PRODUCTS CO. ©

Patio Pro driving range kit; game of golf. Appl. author: Paul Meminger. © 10Jul60; KKI152989.

MERCHANDISE SELECTORS, INC. ©

Beacon Mills, greatest name in bedding, 55th anniversary bedding ensemble sale. Blankets; bedspreads. Free bonus with purchase of complete ensemble, 2 hobnail lamps. (Ad mat no.E-53) Appl. author: Meyer Robbin. © 12May60; KKI155108.

Choice of 2 patterns; 45 piece service for 8, Gold Wheat or Gold Rose dinner ware. Appl. author: Meyer Robbin. © 13Jan60; KKI153132.

Decorator fine lacquered wood desk and beauty matched chair. Appl. author: Meyer Robbin. © 13Jan60; KKI153129.

Door buster tool sale. Appl. author: Meyer Robbin. © 27Jan60; KKI153134.

81 pc. Cannon deluxe rainbow ensemble including matched 12 pc. floral set. Face towels & other sets. (Ad mat no.E-55) Appl. author: Meyer Robbin. © 7Jun60; KKI155107.

Four star special price sale; 4-in-1 desk ensemble. Appl. author: Meyer Robbin. © 12Jun59; KKI153123.

Giant size work, store and snack bar cabinet. Appl. author: Meyer Robbin. © 6Apr59; KKI153122.

Luxury size with that tailored leather look; 2 lounge chairs. Appl. author: Meyer Robbin. © 30Nov59; KKI153125.

Nationally famous make waterless cookware. Appl. author: Meyer Robbin. © 16Dec58; KKI153120.

Never before so low priced; waterless extra heavy aluminum cookware. Appl. author: Meyer Robbin. © 27Dec59; KKI153126.

Sale, cool-cold breezes; air circulator. Appl. author: Meyer Robbin. © 6Apr59; KKI153121.

Save on this unheard-of value; super size, extra quality electric 2 in 1 barbecue-rotisserie. Appl. author: Meyer Robbin. © 13Jan60; KKI153128.

Sensational value; jumbo size sliding glass door cabinet. Appl. author: Meyer Robbin. © 27Jan60; KKI153131.

Steel desk-file, with chair included, designed for the home. Appl. author: Meyer Robbin. © 13Jan60; KKI153130.

Switch from hot to cool; 20-inch push button, 2 speed Roll-O-Fan. Appl. author: Meyer Robbin. © 13Jan60; KKI153127.

Triple thick aluminum with star studded copper-tone covers; waterless cookware. Appl. author: Meyer Robbin. © 27Jan60; KKI153133.

Unbelievable but true; 145 pieces, everything you see on the table; dinnerware, glassware, silverware. Appl. author: Meyer Robbin. © 4Feb60; KKI153135.

You've seen them for over twice this price; finely lacquered wood decorator chests for less. Appl. author: Meyer Robbin. © 19Jun59; KKI153124.

MERCK & CO., INC. ©

Are your growers color-wise and pound-foolish? The prime purpose of a coccidiostat is to prevent coxy, not to color combs and shanks; M1Carb. (In County agent and vo-ag teacher, Feb. 1959, p.3 of cover) © 2Feb59; KKI152356.

- Don't try to second-guess the weatherman. NiCarb; tried, tested and proved on over four billion birds. (In Feedstuffs, June 27, 1959, p.85) © 27Jun59; KK154896.
- Double check indispensable B₁₂ levels in your poultry and swine rations; vitamin B₁₂ supplements. (In Feeds illustrated, Jan. 1958, p.23) © 2Jan58; KK152952.
- In corticosteroid therapy of allergic diseases, asthma-hay fever, allergic rhinitis, allergic dermatitis, drug reactions; Decadron. © 2Jan59 (in notice: 1958); KK155011.
- Merck offers an across-the-board program for coccidiosis control; S.Q., NiCarb, Glycamide. (In Feedstuffs, Oct. 25, 1958, p.39) © 25Oct58; KK154895.
- Now even many diabetic patients may have the full benefits of corticosteroid therapy; Decadron. (In MD, Jan. 1959, p.79) © 2Jan59 (in notice: 1958); KK155010.
- S.Q. with the Merck margin of surety; for prevention, the most effective coccidiostat available for turkeys; for treatment, the only coccidiostat effective 72-96 hours after infection. (In Feedstuffs, Jan. 24, 1959, special alfalfa section, p.13a) © 24Jan59; KK154894.
- MERRIAM (G. & C.) CO. ©
You can spend more, but you can't give more than the gift of words, a Merriam-Webster. New international dictionary & 3 other dictionaries. (In Life, Nov. 21, 1960, p.27) © 17Nov60; KK155174.
- METRO-GOLDWYN-MAYER, INC. ©
Tom and Jerry. 63 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4429:29) © 27Jul60; KK154289.
- METROPOLITAN LIFE INSURANCE CO. ©
Are you a nuisance to your neighbors? (In Columbus evening dispatch, Oct. 3, 1960, p.9A) Appl. author: Young & Rubicam, Inc. © 3Oct60; KK154958.
- A college-career opportunity for you in a college of your choice and in a great company. (In The Broadcaster, Feb. 2, 1960, p.8) Appl. author: Young & Rubicam, Inc. © 2Feb60; KK152614.
- Does your husband carry this much extra weight every day? (In Good housekeeping, Aug. 1960, p.29) Appl. author: Young & Rubicam, Inc. © 21Jul60; KK153863.
- Just like mommie says, if you catch a cold and get a fever, go to bed and she'll call our doctor to come see you. (In Reader's digest, Jan. 1960, p.11) Appl. author: Young & Rubicam, Inc. © 21Dec59; KK153479.
- Over exertion, excessive tension, overweight. Are you breaking your own heart? (In Good housekeeping, Feb. 1960, p.31) Appl. author: Young & Rubicam, Inc. © 21Jan60; KK152873.
- Security; father's income. Could your wife and children reach the top on part of a ladder? (In The Charlotte news, May 16, 1960, p.6A) Appl. author: Young & Rubicam, Inc. © 16May60; KK153867.
- Starting right now, you can make sure he'll be in this line. (In Time, Oct. 10, 1960, p.3) Appl. author: Young & Rubicam, Inc. © 5Oct60; KK154961.
- Stress. Stress: how does it affect your body? (In U. S. news & world report, Sept. 26, 1960, p.27) Appl. author: Young & Rubicam, Inc. © 19Sep60; KK154960.
- Timely tips on water safety. (In Good housekeeping, July 1960, p.29) Appl. author: Young & Rubicam, Inc. © 21Jun60; KK153785.
- Traffic signs you don't see, but should always remember. (In Good housekeeping, June 1960, p.29) Appl. author: Young & Rubicam, Inc. © 19May60; KK152371.
- Vote; in recent national elections in some free countries, the following percentage of eligible persons cast their votes. (In Good housekeeping, Nov. 1960, p.25) Appl. author: Young & Rubicam, Inc. © 20Oct60; KK154959.
- What in the world will he get into next? (In Good housekeeping, Sept. 1960, p.21) Appl. author: Young & Rubicam, Inc. © 18Aug60; KK153869.
- MICAMP CO. ©
Air pollution by soot, dust, dirt, lint, pollen, effectively, economically fought with Dusfil, fantastic air filter of the age. Appl. author: Michael J. Campione. Appl. states prev. reg. KK151266. NM: additions. © 11Jul60; KK153212.
- MICHIGAN CARTON CO. EGG CEL DIVISION. ©
Eberhard's one dozen, extra large white eggs. (Des. E 500) © 6Sep60; KK154986.
- Eberhard's one dozen, large size, white eggs. (Des. E 1000) © 1Aug60; KK153594.
- Farm fresh eggs. (Des. E704) © 1Mar60; KK153948.
- Hillman's U. S. grade A large size eggs. One dozen. (Des. E 1000) © 6Sep60; KK154985.
- M brand eggs. Eggs & frying pan. One dozen. (Des. E1001) © Michigan Carton Co. (in notice: Egg Cel Division of Michigan Carton Co.); 1Jul60; KK153190.
- Piedmont Farms South Carolina eggs. Eggs & breakfast. One dozen. (Des. E1002) © Michigan Carton Co. (in notice: Egg Cel Division of Michigan Carton Co.); 1Jul60; KK153189.
- Sunrise Acres farm fresh Georgia eggs. Grade A large. One dozen. (Des. E703) © 1Mar60; KK153947.
- MICHIGAN CHEMICAL CORP. ©
Brominating agents; five chemical agents to improve your process or products. Bromine, dry-Br₂ & 4 other chemicals. (In Chemical week, Oct. 8, 1960, p.48) Appl. author: Aves, Shaw & Ring, Inc. © 8Oct60; KK154436.
- Firemaster T23P, flame retardant for plastics. (In Chemical week, July 16, 1960, p.84) Appl. author: Aves, Shaw & Ring, Inc. © 16Jul60; KK152699.
- More bromine for your processes; Michigan Chemical has doubled its bromine production at El Dorado, Arkansas, and has doubled its bromine tank-car fleet. (In Chemical week, Sept. 17, 1960, p.38) Appl. author: Aves, Shaw & Ring, Inc. © 17Sep60; KK154217.
- Now for you, a new source of anhydrous HBr with extra advantages for you. (In Chemical week, Nov. 5, 1960, p.61) Appl. author: Aves, Shaw & Ring, Inc. © 5Nov60; KK154947.
- Put Michigan Chemical MgO to work for you as an acid acceptor. (In Chemical week, Aug. 13, 1960, p.22) Appl. author: Aves, Shaw & Ring, Inc. © 13Aug60; KK153613.
- Yttrium metal added to ferrous metals extends high temperature range, improves physical properties. (In Journal of metals, June 1960, p.445) Appl. author: Aves, Shaw & Ring, Inc. © 1Jun60; KK152721.
- MICHIGAN NATIONAL BANK, LANSING.
Interest paid on the highest continuous balance is not the same as full-time interest. (In The State journal, Oct. 23, 1960, p.10) © Michigan National Bank; 23Oct60; KK154724.
- Michigan National's F.T.I.? Full-time interest is a new system of computing interest on your average daily balance. (In The State journal, Lansing, Mich., Aug. 18, 1960, p.38) © Michigan National Bank; 18Aug60; KK153494.
- Michigan National's F.T.I. saved us a good amount of interest. (In The State journal, Lansing, Mich., Aug. 13, 1960, p.2) © Michigan National Bank; 13Aug60; KK153496.
- Michigan National's full-time interest is making me money. (In The State journal, Lansing, Mich., Aug. 21, 1960, p.28) © Michigan National Bank; 21Aug60; KK153495.
- Now at Michigan National your savings earn more with fti. (In The State journal, Lansing, Mich., Aug. 14, 1960, p.36) © Michigan National Bank; 14Aug60; KK153493.
- MIDLAND COOPERATIVES, INC. ©
New Ion-O-Sol fertilizer patented process; 3 ways better. (In The Farmer, Oct. 15, 1960, p.35) Appl. author: Gould, Brown & Bickett, Inc. © 15Oct60; KK154432.
- Now, a new idea in animal nutrition; Ration. (In The Farmer, Sept. 3, 1960, p.37) © 3Sep60; KK153577.
- MID-SOUTH CHEMICAL CORP. ©
Fertilay corn. For better crops, Big N, 82% nitrogen. © 1Mar57; KK153818.
- Fertilay cotton, includes lint, seed, stalks. For better crops, Big N, 82% nitrogen. © 1Mar57; KK153819.
- Fertilay grain sorghum. For better crops, Big N, 82% nitrogen. © 1Mar57; KK153814.
- Fertilay oats. For better crops, Big N, 82% nitrogen. © 1Mar57; KK153815.
- Fertilay rice. For better crops, Big N 82% nitrogen. © 1Mar57; KK153509.
- Fertilay soy beans, includes stover and seed. For better crops, Big N, 82% nitrogen. © 1Mar57; KK153817.
- Fertilay sugar cane. For better crops, Big N, 82% nitrogen. © 1Mar57; KK153816.
- Fertilay wheat. For better crops, Big N, 82% nitrogen. © 1Mar57; KK153813.
- MIDWESTERN INSTRUMENTS, INC. ©
580 oscillograph. Appl. author: H. D. Weatherly. © 8Apr60; KK153907.
- 430 bridge balance. Appl. author: H. D. Weatherly. © 26Feb60; KK153904.
- Magnecord accessories. Reel extension arms & others. Appl. author: H. D. Weatherly. © 15Feb60; KK153903.
- Magnecord 100 series. Model 110 & 3 other tape recorders. Appl. author: H. D. Weatherly. © 20Jun60; KK153910.
- Magnecord P75 stereo. Appl. author: H. D. Weatherly. © 15Feb60; KK153900.
- Magnecord P73 transport; recording equipment. Appl. author: H. D. Weatherly. © 15Feb60; KK153901.
- Magnecord PT6 B/N stereo; recorder/amplifier. Appl. author: H. D. Weatherly. © 15Feb60; KK153902.
- Magnecord PT6-6 series. Appl. author: H. D. Weatherly. © 20Jun60; KK153909.
- Magnetic tape 734 facsimile recorder reproducer. Appl. author: H. D. Weatherly. © 1Mar60; KK153906.

MIDWESTERN INSTRUMENTS, INC.-Con.

959-A reference oscillator subcarrier mixer. Appl. author: H. D. Weatherly. © 1Jul60; KK153913.

956 dual-channel voltage-controlled oscillator. Appl. author: H. D. Weatherly. © 1Jul60; KK153912.

616 D/R direct recording-direct read-out oscillograph. Appl. author: H. D. Weatherly. © 15Apr60; KK153908.

Subcarrier discriminator 951. Appl. author: H. D. Weatherly. © 1Jul60; KK153911.

350 current source. Appl. author: H. D. Weatherly. © 15Mar60; KK153905.

Wow & flutter 960 compensation delay unit. Appl. author: H. D. Weatherly. © 1Jul60; KK153914.

MILANI (LOUIS) FOODS, INC. ©

Be my guest. 1890 French dressing & 10 other products. © 29Jan60 (in notice: 1959); KK152771.

MILBURN MACHINE WORKS. ©

Revolutionary new Turbo-Drill converts any drill press, jig borer, miller or lathe for ultra-precision, high speed drilling of small holes. © 14Sep60; KK153921.

MILESMASTER, INC. ©

Announcing the new Miser Mite fuel pressure regulator. (In Automotive retailer, June 1960, p.21) Appl. author: Hanson & Stevens, Inc. © 5Jun60; KK154223.

MILLER BREWING CO. ©

The champagne of bottle beer; High Life. [Man seated with glass of beer; scratchboard bowlers] (In True, Nov. 1960, p.82) Appl. author: C. A. Mathisson. © 18Oct60; KK154624.

The champagne of bottle beer; High Life. Scratchboard & bowlers. (In True, the man's magazine, Sept. 1960, p.13) Appl. author: C. A. Mathisson. © 16Aug60; KK153500.

Cook-out cousins; High Life. (In Catholic herald citizen, July 14, 1960, p.31) Appl. author: C. A. Mathisson. © 14Jul60; KK152578.

Put the finest label on your table; High Life. [Couple dining near fireplace; food] (In Look, Oct. 25, 1960, p.106) Appl. author: C. A. Mathisson. © 11Oct60; KK154434.

Put the finest label on your table; High Life. Young couple; food. (In The New Yorker, Aug. 6, 1960, p.80) Appl. author: C. A. Mathisson. © 6Aug60; KK153079.

MILPRINT, INC. ©

Capital special formula bread; Sta-Trim brand. Net weight 16 oz. © 5Aug60; KK153512.

MINNEAPOLIS STAR & TRIBUNE CO. ©

Wait till next year, the story of Jackie Robinson. What makes a newspaper great? Carl T. Rowan & 2 others. (In The Wall Street Journal, New York, Aug. 18, 1960, p.7) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 18Aug60; KK153561.

Welcome to Michigan, North Dakota. What makes a newspaper great? Margaret Lamb. (In The Wall Street Journal, New York, July 25, 1960, p.2) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 25Jul60; KK153560.

What makes a newspaper great? Africa today is a fascinating combination of Ju-Ju witchcraft and General Motors.

Bob & Mary Hewett. (In Advertising age, May 9, 1960, p.87) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9May60; KK152878.

What makes a newspaper great? Africa today is a fascinating combination of Ju-Ju witchcraft and General Motors. Robert Hewett & Mary Hewett. (In Advertising age, May 9, 1960, p.87) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 9May60; KK152423.

What makes a newspaper great? There goes the best roost in town. Daniel Upham. (In Editor & publisher, Oct. 15, 1960, p.23) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 15Oct60; KK154710.

What makes a newspaper great? This man is a Hutterite. Hutterite colony. Jay Edgerton. (In The Wall Street Journal, New York, June 20, 1960, p.5) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 20Jun60; KK152422.

What makes a newspaper great? Want to buy a 99¢ typewriter that won't write? (In Advertising age, June 13, 1960, p.109) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Jun60; KK152381.

MINNESOTA FARM BUREAU SERVICE CO. ©

Mr. Implement Dealer: Now you can show corn farmers how to get a rope of roots, the full row, row after row. FB 100+ fertilizer. Appl. author: Bernard B. Crandall. © 15Jul60; KK153608.

MINNESOTA MINING & MANUFACTURING CO.

Bright new kitchen helper, only 98¢; Decor tape dispensers by Scotch brand. C-23 heavy duty dispenser; Scotch brand cellophane tape. (In Life, Sept. 12, 1960, p.56) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 8Sep60; KK155583.

Christmas shopper stopper; new low prices on high output tapes. Scotch brand magnetic tape. (In HiFi/stereo review, Dec. 1960, p.27) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Nov60; KK154949.

Christmas shopper stopper; new low prices on high output tapes. Scotch brand magnetic tape. (In Photo dealer, Nov. 1960, p.27) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Nov60; KK155867.

Couldn't break him of sleeping on the sofa, so I trained him to use Scotch brand lint remover. (In Good housekeeping, Sept. 1960, p.223) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 18Aug60; KK154769.

Don't be frightened, Miss Newmaid; Rollo merely wishes you to dust with Scotch brand dusting fabric. (In The Denver post, June 22, 1960, p.56) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 22Jun60; KK155788.

Dusting too often? Get Scotch brand dusting fabric. (In The Denver post, July 6, 1960, p.54) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 6Jul60; KK155790.

Entire new TV series, The Robert Herridge theatre, produced on live action Scotch brand video tape. Hope is a thing with feathers. (In Advertising age, Aug. 29, 1960, p.39) © 3M Co.; 22Aug60; KK154415.

Hurry, general, the troops are waiting. Scotch brand cellophane tape. (In Life, Oct. 24, 1960, p.127) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 20Oct60; KK155582.

I just love to cuddle Rollo since they invented that Scotch brand lint remover. (In Better homes & gardens, Nov. 1960, p.98B) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 20Oct60; KK155183.

I told ya not to try swiping that Scotch brand dusting fabric. (In The Denver post, June 8, 1960, p.56) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 8Jun60; KK155866.

Keeping angels on the wing, one of a thousand little ways Scotch brand tape comes to the rescue on cue. (In Life, Dec. 5, 1960, p.162) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Dec60; KK155868.

Keeps paint jobs neat; Scotch brand masking tape. (In Look, Feb. 16, 1960, p.8) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 2Feb60; KK155779.

Makes airtight, waterproof repairs; Scotch brand plastic tape. (In Life, Jan. 25, 1960, p.96) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 21Jan60; KK155181.

Memories are made of this. Scotch brand cellophane tape. (In Look, Nov. 8, 1960, p.16) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 25Oct60; KK155581.

Mends and decorates, too. Scotch brand plastic tape. [Ben Blue] (In Life, June 6, 1960, p.16) © 3M Co.; 2Jun60; KK154414.

Neater painting; Scotch brand masking tape. (In Look, Apr. 12, 1960, p.106) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 29Mar60; KK155780.

New shape for tape; Decor dispensers by Scotch brand. Cellophane tape. (In Life, Apr. 4, 1960, p.56) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 31Mar60; KK155781.

Now, a new tartan series tape that's twice as long, twice as strong. Scotch brand magnetic tape. No.140-142 & 144. (In Photo dealer, Nov. 1960, p.32-33) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 1Nov60; KK155869.

Okay, okay, cut the Lassie act; I'll go get some Scotch brand dusting fabric. (In The Denver post, May 25, 1960, p.44) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25May60; KK155786.

Seal in freshness and flavor; Scotch brand freezer tape. (In Look, Sept. 27, 1960, p.56) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 13Sep60; KK155784.

Seven live quality commercials wrapped up in one day with Scotch brand video tape. (In Advertising age, Nov. 7, 1960, p.42) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 7Nov60; KK155782.

- Small hands, skilled hands, all love to gift wrap with this quick-clinging color. Christmas magic; new Scotch brand gift tapes. (In This week magazine (Minneapolis Sunday Tribune) Dec. 11, 1960, p.14) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 11Dec60; KKI155791.
- The soundest gift of all for you and your recorder; Scotch brand Tartan series magnetic tapes. No.140-142; 144. (In The Atlantic, Dec. 1960, p.77) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 25Nov60; KKI155789.
- Time to call your electrical contractor. Scotch brand no.33 electrical tape. (In The Saturday evening post, Apr. 9, 1960, p.88) © 3M Co.; 9Apr60; KKI154190.
- Watch out for the big school bus at your favorite store, it's loaded with Scotch brand cellophane tape. (In This week magazine (Minneapolis Sunday Tribune) Aug. 21, 1960, p.13) © 3M Co.; 21Aug60; KKI154413.
- We don't just scatter dust around, Athelstan; we always use Scotch brand dusting fabric. (In The Denver post, June 20, 1960, p.25) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 20Jun60; KKI155787.
- Wrap gifts for smooth mailing, pretty arrival with these merry colors and patterns. Christmas magic; new Scotch brand gift tapes. (In This week magazine, Nov. 27, 1960, p.25) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 27Nov60; KKI155783.
- Wraps frayed cords safely; Scotch brand 33 plastic electrical tape. (In The Saturday evening post, Feb. 27, 1960, p.104) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co.; 23Feb60; KKI155182.
- Yes, good lighting is good business; Scotch brand no.33 electrical tape. (In The Saturday evening post, Apr. 23, 1960, p.70) © 3M Co.; 23Apr60; KKI154148.
- You can't imagine how easy it is to dust with Scotch brand dusting fabric. (In The Denver post, May 23, 1960, p.24) © 3M Co., accepted alternative designation of Minnesota Mining & Manufacturing Co. (in notice: 3M Co.); 23May60; KKI155785.
- MIRAPLAS TILE CO. ©
Now you can afford Windsor plastic wall tile by Miraplas, for a new, all-tile bath recess. Appl. author: Jack R. Schwartz. © 22Sep60; KKI153918.
- MISSISSIPPI VALLEY STRUCTURAL STEEL CO. ©
Span-power; neither traffic, nor flood stop the Span-power that MVSS generates to expedite a job. Mobridge, South Dakota. (In Engineering news record, Aug. 25, 1960, p.33) Appl. author: Warner & Todd, Inc. © 25Aug60; KKI154487.
- MRS. LELAND'S MASTER KITCHENS. ©
Church groups, organizations, schools, raise \$50.00 to \$1,000.00 or more. Golden butter-bits. © 26Aug60; KKI153587.
- Church groups, schools, organizations. Any group can make \$50.00 to \$1000.00 and more with Mrs. Leland's famous old-fashioned golden butter-bits. Country kitchen & 2 other Vacu-Fresh canisters. © 22Jul60; KKI153101.
- Famous old fashioned golden butter-bits; Vacu-Fresh canister. Country kitchen. Net weight one pound. NM: pictorial material. © 22Jul60; KKI153109.
- Famous old fashioned golden butter-bits; Vacu-Fresh canister. Golden pines. Net weight one pound. NM: pictorial material. © 22Jul60 (in notice: 1958); KKI153108.
- Famous old fashioned golden butter-bits; Vacu-Fresh canister. Winter wonderland. Net weight one pound. NM: pictorial material. © 22Jul60; KKI153107.
- If you act now, we'll send you all the bars of Mrs. Leland's old-fashioned rich milk chocolate you'll need to raise \$50.00 to \$1,000.00 and more for your organization. © 19Sep60; KKI154161.
- If you act now, we'll send you all the bars of Mrs. Leland's old-fashioned rich milk chocolate you'll need to raise \$50.00 to \$1,000.00 and more for your organization. Thank you for your interest in our fund-raising plan. © 26Sep60; KKI154160.
- If you act now, we'll send you all the canisters of famous golden butter-bits you'll need to raise \$50.00 to \$1000.00 and more for your organization. Country kitchen & 2 other Vacu-Fresh canisters. © 5Aug60; KKI153105.
- If you act now, we'll send you all the canisters of famous old-fashioned golden butter-bits you'll need to raise \$50.00 to \$1000.00 and more for your organization. Yes, without any cost to you or your organization, we will send you all ... you'll need. Country kitchen & 2 other Vacu-Fresh canisters. © 22Jul60; KKI153104.
- Let me send you this brand new, charming country kitchen canister of my old-fashioned golden butter-bits free. © 22Jul60; KKI153102.
- Order blank for raising funds with Mrs. Leland's old-fashioned golden butter-bits. Country kitchen & 2 other Vacu-Fresh canisters. NM: 3 new canister designs. © 22Jul60; KKI153106.
- Yours free; a big, thick, quarter-pound bar of Mrs. Leland's old-fashioned rich milk chocolate given to introduce you to an easy way to raise money for your group. © 19Sep60; KKI154163.
- Yours, free, a full pound of Mrs. Leland's famous old-fashioned golden butter-bits; Vacu-Fresh canister. © 22Jul60; KKI153103.
- Yours free if you mail this card now; a big, thick, quarter-pound bar of Mrs. Leland's old-fashioned rich milk chocolate given to introduce you to an easy way to raise \$50.00 to \$1,000.00 and more for your organization. © 19Sep60; KKI154162.
- Yours free, to introduce you to a delicious candy treat and an easy way to raise money for your group. Old-fashioned golden butter-bits; country kitchen Vacu-Fresh canister. © 22Jul60; KKI153100.
- MODERNIZATION & DESIGN DEPT.
Yours free, transistor radio. Now, a complete new modernization & design service for the entire state. Aluminum siding & 8 other improvements. © L. Fisher d.b.a. Modernization & Design Dept.; 19Oct60; KKI155893.
- MOELLER MANUFACTURING CO., INC. ©
Snap-Tite adjustable heavy-duty boat bailer plugs. Appl. author: Richard L. Peterson. © 15Sep60; KKI154052.
- MOM FARLOW'S, INC. ©
Old fashion corn pone. Net wt. 1 lb. 15 oz. © 22Aug60; KKI153454.
- MONARCH MUSIC CO., INC. ©
Alvin for president. David Seville and the Chipmunks. (Liberty, no.55277) Appl. author: Ross Bagdasarian. © 20Aug60; KKI153404.
- Around the world with the Chipmunks and David Seville. Producer: Ross Bagdasarian. (Liberty, LST 7170) © 27Oct60; KKI154671.
- Rudolph the red nosed reindeer. The chipmunks with David Seville. (Liberty, no.55289) © 6Dec60; KKI155844.
- MONITE GLUE CO. ©
Certus ready liquid glue. Contents one gallon. © 23Jun60; KKI153781.
- MONSANTO CHEMICAL CO. ©
Lion Naturalube Multi-Temp motor oil. Net contents 1 U. S. quart. © 15Oct59; KKI153890.
- MONTI'S SPORT SERVICE. ©
Rockcote paint; 1960 football forecast. Appl. author: Joe F. Montalbano. © 1Aug60; KKI153392.
- MOODY, EUGENE.
Hogie-dogie. © Eugene Moody & Rose Moody; 21Sep60; KKI154422.
- MOODY, ROSE.
Hogie-dogie. SEE Moody, Eugene.
- MOOG INDUSTRIES, INC. ©
Under-car parts; 1961 chassis chart. Ball joint & other parts. (Form no.792-B) Appl. author: Hubert Calmus Moog. NM: revisions. © 21Nov60; KKI155672.
- MOORE (BENJAMIN) & CO. ©
A little Moore paint makes a big difference; exterior paints. (In Better homes & gardens, June 1960, p.127) Appl. author: Monroe F. Dreher, Inc. © 15May60; KKI152362.
- MOORE-SHAW ASSOCIATES, INC. ©
Kast-Kwik life mask kit. © 1Jul60; KKI154089.
- MOORES (H. C.) CO. ©
Pream or cream? Whatever you use in your coffee now, you'll love the fresh flavor and convenience of Pream. (In Good housekeeping, June 1960, p.47-49) Appl. author: Benton & Bowles, Inc. © 19May60; KKI152559.
- Reporting for classroom duty. Once it's in the coffee, most folks can't tell Pream from cream. (In What's new in home economics, Sept. 1960, p.174) Appl. author: Benton & Bowles, Inc. © 14Aug60; KKI155267.
- Up to 120, I'm new giant size Pream. Say, big fellow, how many cups do you cream? (In Boston globe, Oct. 13, 1960, p.36) Appl. author: Benton & Bowles, Inc. © 13Oct60; KKI155265.
- You buy the Pream, we'll buy the coffee; once it's in the coffee, most folks can't tell Pream from cream. (In Boston herald traveler, June 21, 1960, p.31) Appl. author: Benton & Bowles, Inc. © 21Jun60; KKI154510.
- MORAN SHOE CO. ©
Proper care of baby's feet; Wee Walker shoes. 3-MM 0760. © 21Jul60; KKI153336.

MOREHOUSE INTERNATIONAL. ©

The Morehouse mill; mills and deaerators. © 31Aug60; KKI153521.

MORLEY'S CANDIES. ©

Handy Candy. © 20Oct60; KKI155404.

MORRELL (JOHN) & CO. SCOTT PETERSEN, CHICAGO. SEE Scott Petersen, Chicago.

MORRIS (PHILIP) INC. ©

Before you light your next menthol cigarette, hold it a moment. Alpine. (In The Hartford times, Oct. 25, 1960, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct60; KKI155325.

From the first, it's clear, you pay more, you get more; Benson & Hedges. Cigarette. (In The New York times, Aug. 13, 1960, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 13Aug60; KKI153707.

Go to the mountain, it will do a lot for you. Alpine filter cigarettes. [Couple & dog beside lake] (In Sunday news, New York, Oct. 16, 1960, p.14-15) Appl. author: Doyle Dane Bernbach, Inc. © 16Oct60; KKI154609.

Go to the mountain, it will do a lot for you. Alpine filter cigarettes. [Couple fishing in lake] (In Sunday news, New York, Oct. 2, 1960, p.30-31) Appl. author: Doyle Dane Bernbach, Inc. © 20Oct60; KKI154605.

Go to the mountain, it will do a lot for you. Alpine filter cigarettes. (In TV guide, Oct. 8, 1960, p.4 of cover) Appl. author: Doyle Dane Bernbach, Inc. © 8Oct60; KKI155614.

Go to the mountain, it will do a lot for you. The freshness of the mountains, exhilarating, bracing. Alpine filter cigarettes. (In Sunday news, New York, Sept. 18, 1960, coloroto magazine section, p.4-5) Appl. author: Doyle Dane Bernbach, Inc. © 18Sep60; KKI154512.

Go to the mountain, it will do a lot for you. You take a good whiff of that mountain air. Alpine filter cigarettes. (In Sunday news, New York, Sept. 4, 1960, coloroto magazine section, p.12-13) Appl. author: Doyle Dane Bernbach, Inc. © 4Sep60; KKI154513.

Go to the pack with the mountain on it; Alpine filter cigarettes. (In Daily news, New York, Oct. 24, 1960, p.40) Appl. author: Doyle Dane Bernbach, Inc. © 24Oct60; KKI154693.

Have you heard the Benson & Hedges refrain? You pay more, you get more. Cigarette. (In The New York times, Apr. 23, 1960, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 23Apr60; KKI152368.

How to convey your good taste: buy Benson & Hedges; filter mouthpiece king size cigarettes. (In The New York times, Sept. 9, 1960, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 9Sep60; KKI154522.

Make this important discovery: with Benson & Hedges you pay more, you get more. Filter mouthpiece king size cigarettes. (In The New Yorker, Oct. 1, 1960, p.69) Appl. author: Doyle Dane Bernbach, Inc. © 29Sep60; KKI154523.

Make this important discovery: with Benson & Hedges you pay more, you get more. You get the most handsomely packaged cigarette. (In New York post, Oct. 10, 1960, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 10Oct60; KKI154608.

Prediction: you, too, will agree with Benson & Hedges, you pay more, you get more. Cigarette. (In Chicago daily tribune, Aug. 15, 1960, pt.3, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 15Aug60; KKI153708.

The sensational taste of your break-fast cigarette is in every Alpine because Alpine has natural menthol in the blend. (In The Dayton daily news, Oct. 27, 1960, p.34) Appl. author: Doyle Dane Bernbach, Inc. © 27Oct60; KKI155326.

The sensational taste of your break-fast cigarette is in every Alpine because Alpine has natural menthol in the blend. (In The Dayton daily news, Oct. 31, 1960, p.18) Appl. author: Doyle Dane Bernbach, Inc. © 31Oct60; KKI155615.

This is a good time to find out. Alpine filter cigarettes. (In Fort Wayne news-sentinel, Nov. 8, 1960, p.30) Appl. author: Doyle Dane Bernbach, Inc. © 8Nov60; KKI155327.

This is the new Benson & Hedges packet, designed to convey your good taste and to reflect the quality of the cigarettes inside. (In The New Yorker) Appl. author: Doyle Dane Bernbach, Inc. © 17Sep60; KKI154511.

Why are so many joining the ranks? With Benson & Hedges you pay more, you get more. Filter mouthpiece, king size cigarettes. (In The New Yorker, Oct. 29, 1960, p.87) Appl. author: Doyle Dane Bernbach, Inc. © 27Oct60; KKI154957.

You pay more, yes, and you get more; Benson & Hedges. Cigarette. (In The New York times, July 9, 1960, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 9Jul60; KKI153704.

Your next Benson & Hedges will come out of this handsome new packet. Filter mouthpiece king size cigarettes. (In Ebony, Oct. 1960, p.21) Appl. author: Doyle Dane Bernbach, Inc. © 16Sep60; KKI154603.

Your taste never grows tired with an Alpine because it has natural menthol in the blend. (In The Hartford times, Oct. 31, 1960, p.20) Appl. author: Doyle Dane Bernbach, Inc. © 31Oct60; KKI154955.

MORRISON (WILLIAM J.) INDUSTRIES. ©

Thermal cushion foot retards cold, retards heat. © 11Oct60; KKI154716.

MORTGAGE REFINANCE CO. ©

Banks give 3%, savings & loans 4 1/2%, blue chip stocks 5%, but your money in trust deeds thru Mortgage Refinance Company bears 10%. © 13Dec60; KKI155605.

MORTRUDE, WILLIAM E. ©

Spin twins, exciting marble game; fun for youngsters and oldsters. © 22Aug60; KKI154301.

MO-SAI INSTITUTE, INC. ©

For the largest office building west of Chicago, Mo-Sai precast concrete wall and precast facing. Kaiser Center. © 1Jul60; KKI154297.

Fourfold functions of Mo-Sai precast concrete curtain wall on Denver Hilton Hotel. © 1Apr60; KKI154298.

Genuine Mo-Sai precast facing provides unequalled design flexibility for imaginative architects. © 18Nov60; KKI155073.

Oklahoma Oil Company chooses Mo-Sai precast exposed aggregate facing and grilles. Skelly Oil Building. © 23Aug60; KKI154704.

Prestressed Mo-Sai precast concrete curtain wall units for San Francisco's largest office building. © 18Nov60; KKI155074.

Top award winner in better school design competition with Mo-Sai exposed aggregate curtain walls. © 25Aug60; KKI153692.

MOTLEY, ROBERT LESTER. ©

Fly Word; we are first, not third. Perhaps you have heard we have the Fly Word .. it's a comfortable wonder word automobile. © 12Sep60; KKI155039.

MOULDED PRODUCTS, INC. ©

Hobby horses that stand the test of time. Hi-Harry space rider, no. 6000 & 10 other hobby horses. © 15Jan60; KKI154534.

MURALS BY DAUPHIN. ©

Fleur panier. Set consists of 3 panels 28" wide, covering 7' of wall space. FLP-10--FLP-13. © 18Nov60; KKI155294.

Place du marche. Set consists of 4 panels 28" wide, covers 9'4" of wall space. PDM-12. © 19Jul60; KKI153915.

MYERS, CHARLES M. SEE Myers, Ellis & Poulakidas.

MYERS, ELLIS & POULAKIDAS.

Myers Miracle, friend of the polishers & buffers. © Myers, Ellis & Poulakidas, a firm consisting of the partners Charles M. Myers, Nicholas C. Ellis & Thomas G. Poulakidas; 7Sep60; KKI154819.

MYSTIC NOVELTY MILLS. SEE Mystic Rug & Novelty Mills, Inc.

MYSTIC RUG & NOVELTY MILLS, INC.

Mailing kit for home and office. 26 assorted labels, 24" x 250" heavy kraft paper. © Mystic Novelty Mills; 1Jun60; KKI154623.

MYZON LABORATORIES. ©

For the professional hog raiser; Super Iron Plus. (In Successful farming, May 1960, p.74K) Appl. author: Henri, Hurst & McDonald, Inc. © 15Apr60; KKI153014.

Out of this tube flows comfort, sanitation and health; fly bait syrup. (In The Ohio farmer, July 2, 1960, p.26) Appl. author: Henri, Hurst & McDonald, Inc. © 2Jul60; KKI154241.

Outsmarts, kills flies fast; fly bait syrup. (In Michigan farmer, June 4, 1960, p.24) Appl. author: Henri, Hurst & McDonald, Inc. © 4Jun60; KKI154242.

Saves time, saves money. Tryzol fly spray. (In The Ohio farmer, July 2, 1960, p.27) Appl. author: Henri, Hurst & McDonald, Inc. © 2Jul60; KKI154243.

20% more milk. Tryzol fly spray. (In Michigan farmer, June 4, 1960, p.25) Appl. author: Henri, Hurst & McDonald, Inc. © 4Jun60; KKI154240.

N

NAL. SEE National Airlines, Inc.

N.D.P. CORP. SEE National Dairy Products Corp.

NIPSCO. SEE Northern Indiana Public Service Co.

NRC EQUIPMENT CORP. ©

HS series diffusion pumps. Model HS6. © 16Dec60; KKI155864.

Ultra-high vacuum gauges. Model 552 Redhead magnetron gauge; model 752 ultra-high vacuum gauge control. © 15Jul60; KKI152976.

Vacuum gauges. Model 732 battery-operated Thermocouple gauge and control; model 521 Thermocouple gauge. © 17Nov60; KKI154980.

NAGLER MANUFACTURING CORP. ©

Family size laundry bag. Appl. author: Henry Nagler. © 8Jul60; KK152568.

NALLEY'S, INC. ©

For a Paul Bunyan breakfast, pass the hotcakes and pour on the Lumberjack Syrup. (In Post-intelligencer, Seattle, Sept. 13, 1960, p.8) © 13Sep60; KK154149.

Hi folks. People ... say that I'm real chipper 'cause I feel so good when I get plenty of potato chips and the chip dips that go with 'em. © 26Jul60; KK152683.

NASSAR, FREDERICK.

Tap-Grab-N-Snap automatic letter opener. © Frederick Nassar & Edward Cuenca; 7Nov60; KK155845.

NATIONAL AIRLINES, INC. ©

Now, the fastest air cargo service New York-Florida. (In Air cargo, May 1960, p.19) Appl. author: H. Shillito. © 1May60; KK152620.

NATIONAL BANK OF COMMERCE OF HOUSTON (TEX.) ©

Strategic Houston, 6th city in the U. S. A.; research study. Prepared by the Economic Advisory Dept. of the National Bank of Commerce of Houston; design by Jim Glass. © 13Sep60; KK155021.

NATIONAL DAIRY PRODUCTS CORP. ©

Red raspberry royale Sealtest ice cream. Guardwell flavor protected carton. One half gallon liquid. Appl. author: Raymond Loewy Associates. © 13Sep60; KK153961.

Sealtest grade A, homogenized, vitamin D milk. Cross-hatch pattern. One half gallon liquid. Appl. author: Raymond Loewy Associates. © 25Sep60; KK154908.

Sealtest ice cream; vanilla. One half gallon liquid. Appl. author: Raymond Loewy & Associates. © 1Jan60; KK152702.

Swiss style choc-o-nut; Sealtest ice cream. Guardwell flavor protected carton. One half gallon liquid. Appl. author: Raymond Loewy Associates. © 25Jul60; KK153093.

NATIONAL ENURESIS SERVICE.

Bed wetting blues. The N.E.S. system ... can stop bed-wetting. (In Minneapolis Sunday tribune, picture section, Aug. 14, 1960, p.2) © National Enuresis Service, Mary O. Bodine, owner; 14Aug60; KK153508.

NATIONAL PRODUCTS, INC. ©

Modac belt and hose wheel. Fan belt & FM hose; suggested list prices. Appl. author: George Ellsworth Morton. © 20Jun60; KK155339.

NATIONAL SINTER-SEAL CO. ©

Now, seal powdered metal parts in your own plant with this new Sinter-Seal unit. Models A-B. © 25Apr60; KK152345.

Sealing the porous structure of sintered metal parts, by N. B. Newcomb. © 25Apr60; KK152346.

NATIONAL UNDERWRITER CO. ©

Another day, another dollar; life insurance. By Robert B. Mecklenborg. © 2Sep60; KK154119.

NATURAL SALES CO. ©

Save money on natural foods and vitamins. Order direct from Natural Sales Co. (In Nature's path, Dec. 1953, p.5) Appl. author: David B. Shakarian. © 1Dec58; KK152993.

NEIMAN-MARCUS. ©

An N-M coup; special purchase sale, 40% off on N-M mink jackets and coats. (In The Dallas morning news, Jan. 18, 1960, pt.4, p.1) © 18Jan60; KK152348.

N-M mink news; the muff wrap; summer-pale sapphire mink. (In The Dallas morning news, May 11, 1960, pt.4, p.16) © 11May60; KK152293.

Newest N-M fur news under the sun: desert sand-dyed Argentina broadtail-processed lamb. (In The Dallas morning news, May 10, 1960, pt.4, p.2) © 10May60; KK152292.

Santa is still making a daily delivery of mink. (In The Houston post, Dec. 20, 1959, pt.8, p.2) © 20Dec59; KK152290.

Without peer: chinchilla. (In The Dallas morning news, Feb. 9, 1960, pt.4, p.1) © 9Feb60; KK152289.

Wrap up her graduation gift now; arrange for an N-M fur gift bond now. (In The Dallas morning news, Apr. 29, 1960, pt.4, p.1) © 29Apr60; KK152291.

NELSON-HARKINS INDUSTRIES, INC. ©

Bulletins & directory boards. (Bulletin no.25A) (In Sweets catalog) Appl. author: Donald F. Harkins. © 15Aug60 (in notice: 1961); KK154131.

NESTLE CO., INC. ©

Make 'em yourself, they're this summer's madness; chocolate banana pops. Semi-sweet chocolate morsels. (In Seventeen, June 1960, p.105) Appl. author: McCann-Erickson, Inc. © 1Jun60; KK153136.

New, from Nestle's, strawberry flavor Quik. Endorsed by Roy Rogers. (In This week magazine, May 22, 1960, p.26) Appl. author: McCann-Erickson, Inc. © 22May60; KK153137.

Quik; delicious imitation banana flavor. No.92. 1 lb. net wt. © 31Oct60; KK155872.

Summer is cooler when the cooler is Quik; chocolate flavor. Float; pops; soda. (In The American home, July 1960) Appl. author: McCann-Erickson, Inc. © 16Jun60; KK152685.

NEW YORK AIR BRAKE CO. KINNEY VACUUM DIVISION. ©

Compensated thermocouple gage, series GCT. Date of issue: Dec. 1, 1960. (Catalog bulletin 3800.1) Appl. author: Kingsley E. Humbert. NM: revisions. © 23Dec60; KK155971.

Compound high vacuum pumps, KC series. KC-5 & other pumps. Date of issue: July 1, 1960. (Catalog bulletin 3150.1) Appl. author: Kingsley E. Humbert. NM: revisions. © 24Aug60; KK153566.

High vacuum evaporator, SC-3. Date of issue: Dec. 1, 1960. (Catalog bulletin 4100.1A) Appl. author: Kingsley E. Humbert. NM: revisions. © 23Dec60; KK155972.

High vacuum evaporators, series PH-6. Date of issue: Nov. 15, 1960. (Catalog bulletin 4100.1G) Appl. author: Kingsley E. Humbert. NM: revisions. © 23Dec60; KK155973.

High vacuum Measuovac McLeod gage, model TD-1. Date of issue: Dec. 1960. (Catalog bulletin 3821.1) Appl. author: Kingsley E. Humbert. © 23Dec60; KK155969.

Ionization-thermocouple gage, series GICT. Date of issue: Dec. 1, 1960. (Catalog bulletin 3811.1) Appl. author: Kingsley E. Humbert. NM: revisions. © 23Dec60; KK155970.

Packaged high vacuum pumping systems, series PW. PW-600 & other pumping systems. Date of issue: July 1, 1960. (Catalog bulletin 4000.1) Appl. author: Kingsley E. Humbert. © 24Aug60; KK153567.

NEW YORK LIFE INSURANCE CO. ©

Should your child be a forester? By Frederick K. Weyerhaeuser. (In The Saturday evening post, July 30, 1960, p.42-43) © 30Jul60; KK153698.

Should your child be a physicist? By Arthur H. Compton. (In Life, Sept. 19, 1960, p.58-59) © 15Sep60; KK153951.

Should your child go into public relations? By John W. Hill. (In The Saturday evening post, Nov. 5, 1960, p.50-51) © 1Nov60; KK154799.

N. Y. SKYLINE RECORD CO. ©

Celebrity party. Scott Bros., Art Harris Orch. S-501. © 17Oct60; KK154527.

NEWHOUSE (R. A.) INC. ©

Build sales with Abbott Hall church equipment of distinction © 1Apr60; KK152941.

NIAGARA THERAPY MANUFACTURING CORP. ©

A place where tension fades fast, new proven way to help you feel better after 40; Cyclo-Massager. (In Good housekeeping, Nov. 1960, p.175) © 20Oct60; KK155400.

NITEY NITE. ©

If Grandma were a fairy godmother, she'd still choose Nitey Nite. (In Good housekeeping, Sept. 1960, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 18Aug60; KK155910.

If Grandma were a fairy godmother, she'd still choose Nitey Nite. (In McCall's, Sept. 1960, p.32) Appl. author: Doyle Dane Bernbach, Inc. NM: additions. © 23Aug60; KK155909.

NORAMGREX CO., INC. ©

Lady Bea series, the honey of the low-priced field. Model LB-400 [& 4 other boat trailer models] © 25Nov60; KK155888.

Low cost food for millions; Nu-Riz. Rice substitute. Nu-Riz mobile model no.274X60. © 15Aug60; KK153194.

NORDBERG MANUFACTURING CO. ©

Gandy for removing ties, inserting ties, handling material. (Bulletin 295) NM: additions. © 22Jul60; KK155419.

Power wrench; for heavy duty tightening of bolts in laying rail and in periodic maintenance of joints. (Bulletin 296) © 16Jun60; KK153696.

Symons primary gyratory crushers. (Bulletin no.264) © 12Jul60; KK155418.

NORMAN, CLARENCE DEAN.

Here are the campus comedy cartoons for the 1960-61 school year. By Dean Norman. This new, revised 12th edition contains vital information not found in previous editions & 9 other cartoons. © Clarence Dean Norman (Dean Norman); 7Aug60; KK153407.

NORMAN INDUSTRIES, INC. ©

For the store with decor. Brass frame decor; see-all reflectors. Ring model; leaf model. © 5Jul60; KK152622.

Notice to our customers. This store is equipped with theft detection equipment. © 26Jul60; KK152988.

Stop shop-lifting losses; See-All reflector, silent detective tele-detector. Model no.N26; N36; ND36. © 16Aug60; KK153697.

Stop shoplifting losses, with See-All guaranteed theft prevention devices. Model no.N26-26" See-All Reflector & other devices. © 17Dec59 (in notice: 1960); KK154822.

NORRIS, INC. ©

Penguins; chocolate almonds. Net weight 8 ounces. Appl. author: Blanche R. Henderson. © 2Aug60; KK153926.

The variety box; chocolates and confections. One pound net. Appl. author: Blanche R. Henderson. © 2Aug60; KK153925.

Whole nuts milk chocolates, our coral package. Two pounds net. Appl. author: Blanche R. Henderson. © 2Aug60; KK153927.

NORTHERN INDIANA PUBLIC SERVICE CO.

Merry Christmas, from Peppy Flame, Reddy Kilowatt and all the folks at NIPSCO. (In The Hammond times, Dec. 25, 1960, p.24) © NIPSCO, accepted alternative designation for Northern Indiana Public Service Co.; 25Dec60; KK155983.

Our offices will be closed on Nov. 8. Peppy Flame & Reddy Kilowatt. (In The Hammond times, Nov. 7, 1960, p.A-2) © NIPSCO, accepted alternative designation for Northern Indiana Public Service Co.; 7Nov60; KK154878.

Peppy Flame welcomes Reddy Kilowatt. (In The Hammond times, June 29, 1960, p.C-1) © NIPSCO, accepted alternative designation for Northern Indiana Public Service Co.; 29Jun60; KK152286.

Step right up folks, there's no waiting; get your home heating permit now. Peppy Flame. (In The South Bend tribune, Aug. 1, 1960, p.9) © NIPSCO, accepted alternative designation for Northern Indiana Public Service Co.; 1Aug60; KK152809.

We salute the Pilot-news on its modern, new printing plant. Reddy Kilowatt & Peppy Flame. (In Plymouth pilot-news, Sept. 21, 1960) © NIPSCO, accepted alternative designation for Northern Indiana Public Service Co.; 21Sep60; KK154703.

NORTHERN PAPER MILLS.

New, handy helper Northern towels, pale gold; jumbo roll. 225 towels, 11 x 7 1/2 inches. © Northern Paper Mills, Marathon Division of American Can Co.; 19Sep60; KK154907.

New, handy helper Northern towels, shell pink; jumbo roll. 225 towels, 11 x 7 1/2 inches. © Northern Paper Mills, Marathon Division of American Can Co.; 19Sep60; KK154906.

New, handy helper Northern towels, snow white; jumbo roll. 225 towels, 11 x 7 1/2 inches. © Northern Paper Mills, Marathon Division of American Can Co.; 19Sep60; KK154905.

NORTHWEST PAPER CO. ©

Northwest pedigreed papers always make good printing better. Mountie & trail riders. 1961 calendar. © 21Nov60; KK155230.

Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Dec. 1960. Mountie, horse & dog. © 29Jul60; KK153012.

Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Sept. 1960. Mountie & cowboy. © 30Aug60; KK153620.

Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Oct. 1960. Warning of danger. © 28Sep60; KK154337.

Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Nov. 1960. Mountie pointing way. © 28Oct60; KK154756.

Northwest pedigreed papers always make good printing better; this memo pad features Carlton bond. Dec. 1960. Mountie & child on horse. © 28Nov60; KK155548.

This memo pad features Carlton bond. July 1960. Visitors in camp. © 27Jun60; KK152325.

NOWAK'S OPTICAL SERVICE. ©

A new development in optical research, power blend contact lens. Appl. author: Chester J. Nowak. © 1Dec60; KK155467.

Power blend contact lens patient's manual. Appl. author: Chester J. Nowak. © 1Dec60; KK155466.

NOXEMA CHEMICAL CO. ©

New, medicated beauty care gives you a complete complexion clean-up; cleans up dirt, cleans up dry skin, cleans up blemishes. (In Seventeen, Mar. 1959, p.152) Appl. author: Sullivan, Stauffer, Colwell & Bayles, Inc. © 1Mar59; KK155800.

NUTRITIONAL SERVICE, INC. ©

Chocolate flavored 'Twill. 1 pound. Appl. author: Ettinger Advertising Agency. © 29Jun60; KK152611.

O

O.E.C., INC. SEE Orkin Exterminating Co., Inc.

OPW CORP. ©

Did we miss you? Kamlok quick couplers; the fastest, safest, surest coupling known. © 27May60; KK154145.

O.Z. ELECTRICAL MANUFACTURING CO., INC. ©

New, a complete line of O.Z. water-tight entrance fittings for conduit or cable. Type WSC & 4 others. (In Electrical world, Nov.7, 1960, p.58) © 7Nov60; KK155286.

OGDEN, JANETTE.

My learning jacket. © Janette Ogden (in notice: Jan Ogden); 30Jun60; KK152285.

OHRBACH'S, INC. ©

As an expert on fur, have you a word to say on value? Ohrb-a-a-a-ch's. (In New York world telegram & sun, Oct. 25, 1960, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 25Oct60; KK154694.

College entrance requirements from Ohrbach's. Knee-cappers & 5 other college styles. (In The New York times, Aug. 21, 1960, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 21Aug60; KK153709.

Elegant, uncluttered; Ohrbach's most beautiful Paris collection. Dresses, suits & coats. (In The New York times, Sept. 14, 1960, p.24) Appl. author: Doyle Dane Bernbach, Inc. © 14Sep60; KK154518.

Every little girl over 21 should visit the Ohrbach's zoo. (In World telegram & sun, Nov. 15, 1960, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 15Nov60; KK155322.

From the French ateliers to you, Ohrbach's newest collection of made-in-France dresses. (In The New York times, Aug. 24, 1960, p.14) Appl. author: Doyle Dane Bernbach, Inc. © 24Aug60; KK153702.

Have you just about had it? Are your spirits sagging? Give yourself a lift. Shop where you find the world's best cheerer-uppers: beautiful fashions. (In New York herald tribune, Oct. 23, 1960, p.33) Appl. author: Doyle Dane Bernbach, Inc. © 23Oct60; KK154691.

How to turn a roaring lion into a mouse; next time he looks ferocious about a dress you've bought, stop him in his tracks. (In The New York times, Oct. 30, 1960, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 30Oct60; KK155321.

I'm going to have twins on Thursday? Yes ma'am, that's when Ohrbach's Wilshire opens a twin store in La Mirada. (In Los Angeles times, Oct. 31, 1960, pt.1, p.9) © 31Oct60; KK154983.

I'm going to have twins on Thursday? Yes sir, that's when Ohrbach's Wilshire opens a twin store in La Mirada. (In Los Angeles times, Nov. 1, 1960, pt.1, p.9) © 1Nov60; KK154984.

La Mirada; beat the crowds. Be here tomorrow at noon. (In News-progress, Buena Park, Calif., Nov. 2, 1960) © 2Nov60; KK154977.

La Mirada, we love you and it looks like you love us. (In Los Angeles times, Nov. 6, 1960, section A, p.11) © 6Nov60; KK154978.

The leopard that changed it's spots. (In New York world telegram & sun, Oct. 18, 1960, p.11) Appl. author: Doyle Dane Bernbach, Inc. © 18Oct60; KK154613.

The newest fashion; some of the most famous women in the world shop at Ohrbach's. (In Los Angeles examiner, Sept. 12, 1960, section 1, p.13) Appl. author: Doyle Dane Bernbach, Inc. © 12Sep60; KK154519.

Ohrbach's invites you to a fabulous bargain party on it's birthday. (In Newark Sunday news, Oct. 2, 1960, p.20-21) Appl. author: Doyle Dane Bernbach, Inc. © 2Oct60; KK154611.

Paris; come and get it at Ohrbach's Thursday. (In The New York times, Sept. 11, 1960, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 11Sep60; KK154520.

Play this game at Ohrbach's; next time you shop, try guessing the price. (In The New York times, Oct. 9, 1960, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 9Oct60; KK154607.

Saleslady for Ohrbach's. (In The New York times, Oct. 16, 1960, p.57) Appl. author: Doyle Dane Bernbach, Inc. © 16Oct60; KK154612.

Well, what's going on here? Complete new furnishings for young gentlemen returning to school. (In The New York times, Aug. 28, 1960, p.53) Appl. author: Doyle Dane Bernbach, Inc. © 28Aug60; KK153710.

Why you'll never stop campaigning for a coat from Ohrbach's. (In The New York times, Nov. 6, 1960, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 6Nov60; KK155324.

You'll fall in love twice. 1, when you see the dress; 2, when you see the price. (In The New York times, Oct. 2, 1960, p.55) Appl. author: Doyle Dane Bernbach, Inc. © 2Oct60; KK154610.

OLD CHARTER DISTILLERY CO. ©

Label of the true bourbon mari. (In Evening world-herald, Omaha, Aug. 29, 1960, p.15) Appl. author: McCann-Erickson, Inc. © 29Aug60; KK153668.

Old Charter mark of the true bourbon man. (In Evening world-herald, Omaha, Aug. 30, 1960, p.2) Appl. author: McCann-Erickson, Inc. © 30Aug60; KK153667.

143 to 1, it's Kentucky's rarest bourbon flavor. (In Evening world-herald, Omaha, Aug. 31, 1960, p.36) Appl. author: McCann-Erickson, Inc. © 31Aug60; KK153669.

OLD COLONY GAS & OIL CO. ©

An appraisal, by H. L. Prestholdt.
© 27Oct60; KKI54736.

Symbol of greed. Ethyl. © 18Aug60;
KKI54013.

There is a difference. Featuring
genuine Ethyl. © 13Oct60; KKI54425.

OLOWIN, C. JAN. ©

Salt retard, road & sea salt retarder.
Instant spray-on. 11 oz. net wt.
© 5Dec60; KKI55908.

ONEIDA, LTD. ©

Damask Rose in Heirloom sterling.
(In Vogue, Sept. 15, 1960, p.132)
Appl. author: J. Walter Thompson Co.
© 15Sep60; KKI54268.

Give the gift of carefree beauty;
solid stainless. Profile [8 5 other
patterns] (In Living for young
homemakers, Oct. 1960, p.6) Appl.
author: J. Walter Thompson Co.
© 20Sep60; KKI54155.

Modern simplicity is your style, Heir-
loom is your sterling. It won't be
long now till you're entertaining in
your own home. New Sentimental & 6
other patterns. (In Modern bride,
mid-summer 1960, p.10) Appl. author:
J. Walter Thompson Co. © 14May60;
KKI52857.

Modern simplicity is your style, Heir-
loom is your sterling. Modern sim-
plicity; it's the secret of today's
great fashions. Young Love. (In
Vogue, Mar. 15, 1960, p.53) Appl.
author: J. Walter Thompson Co.
© 15Mar60; KKI52858.

Modern simplicity is your style; Heir-
loom is your sterling. Modern sim-
plicity, you love it in your chic,
easy-moving clothes. Damask Rose.
(In Vogue, June 1960, p.34) Appl.
author: J. Walter Thompson Co.
© 1Jun60; KKI52855.

Modern simplicity is your style, Heir-
loom is your sterling. What a won-
derful sense of design you have.
Lasting Spring. (In House & garden,
Mar. 1960, p.3) Appl. author:
J. Walter Thompson Co. © 20Feb60;
KKI52859.

New Sentimental in Heirloom sterling.
(In House & garden, Sept. 1960, p.1)
Appl. author: J. Walter Thompson Co.
© 20Aug60; KKI54267.

Paul Revere, fabulous first. Stain-
less in the early American tradition.
Solid stainless. (In The New Yorker,
June 4, 1960, p.74) Appl. author:
J. Walter Thompson Co. © 2Jun60;
KKI54153.

White Lily, stainless with an inlay
of porcelain flowers. Solid stain-
less. (In The New Yorker, May 7,
1960, p.106) Appl. author: J. Wal-
ter Thompson Co. © 5May60; KKI54154.

Young America sets the fashion, makes
it fun with solid stainless. Curry
party. Paul Revere; Shasta. (In
Glamour, Apr. 1960, p.168) Appl.
author: J. Walter Thompson Co.
© 22Mar60; KKI54150.

Young America sets the fashion, makes
it fun with solid stainless. New
White Lily, Paul Revere, Shoreline,
Taper, Shasta, Profile. (In Bride's
magazine, summer 1960, p.95) Appl.
author: J. Walter Thompson Co.
© 15Apr60; KKI54151.

Young America sets the fashion, makes
it fun with solid stainless. Pari-
sian party. Taper; new White Lily.
(In Living for young homemakers,
Apr. 1960, p.53) Appl. author:
J. Walter Thompson Co. © 20Mar60;
KKI54152.

Young Love in Heirloom sterling. (In
Mademoiselle, Oct. 1960, p.5) Appl.
author: J. Walter Thompson Co.
© 29Sep60; KKI55352.

ORAL B CO. ©

It's more than a toothbrush; Oral B
protects your gums, too. (In
Coronet, Sept. 1960, p.2 of cover)
Appl. author: Clark Whitely Lawrence.
© 19Aug60; KKI54375.

It's more than a toothbrush; Oral B
protects your gums, too. (In Sunset
magazine, June 1960, p.174) Appl.
author: Clark Whitely Lawrence.
© 25May60; KKI54384.

Mirror, mirror on the wall, is my
smile the brightest of them all?
Toothbrush. (In Sunset, Nov. 1959,
p.261) Appl. author: Clark Whitely
Lawrence. © 25Oct59; KKI54064.

The 2nd best thing you can do for your
teeth. First, visit your dentist
regularly; second, use the best
toothbrush you can buy. (In Sunset,
Apr. 1960, p.159) Appl. author:
Clark Whitely Lawrence. © 25Mar60;
KKI53745.

The 2nd best thing you can do for your
teeth. First, visit your dentist
regularly; second, use the best
toothbrush you can buy. (In The
Reader's digest, June 1960, p.258)
Appl. author: Clark Whitely Law-
rence. © 21Apr60; KKI53087.

ORCHID RECORDS. ©

Bahia mar. Appl. author: Thomas C.
Dinard. © 25Sep60; KKI55081.

ORESMA (S. R.) & CO. ©

Glitter your own Christmas stocking
the easy way. Glitter Magic.
Appl. author: Richard Oresman.
© 4Mar60; KKI50516.

ORKIN EXTERMINATING CO., INC. ©

Build termites out. © 20May60;
KKI52349.

Free inspection; absolutely no
strings. (In Palm Beach post-
times, Mar. 20, 1960, p.19)
© 20Mar60; KKI52738.

Let Orkin take your home out of this
picture. (In The Delta democrat-
times, Greenville, Miss., Mar. 27,
1960, p.3) © 27Mar60; KKI52741.

Ohio votes for Orkin for ant control;
America's outstanding choice in pest
and termite control. (In The Atlan-
ta journal and constitution, July 17,
1960, p.23-A) © 17Jul60; KKI53333.

Pennies a day keep the pests away.
(In The Atlanta journal and consti-
tution, July 24, 1960, p.20-A)
© 24Jul60; KKI53641.

Sorry I missed you. © Orkin, accepted
alternative designation of Orkin
Exterminating Co., Inc.; 18May60;
KKI52460.

Swarming termites mean trouble. (In
The Greensboro record, Mar. 30,
1960, p.A-12) © 30Mar60; KKI52739.

Termites and termite hunters work in
the dark. (In The Covington news,
June 30, 1960, p.10) © 30Jun60;
KKI52740.

This is the house that Jack built.
(In The Atlanta journal and consti-
tution, Aug. 7, 1960, p.21-A)
© 7Aug60; KKI53640.

Write for free inspection and esti-
mates. FL33. © 1Jun60; KKI54931.

OSBORN LABORATORIES, INC. ©

Neomycin liquid; for oral veterinary
use only. Net contents 480 cc.
(50 mg. per cc.) © 22Apr60;
KKI52632.

Neomycin liquid; for oral veterinary
use only. Net contents 480 cc.,
24 grams. © 22Apr60; KKI52623.

OTTENHEIMER PUBLISHERS, INC. ©

Gateway to French, the better language
course. Prepared by Frederick D.
Eddy, editor-in-chief & others. 2,
12-inch LP records. (Gateway to
knowledge, CAB 4201) © 23Sep60;
KKI54276.

Gateway to Russian, the better language
course. Prepared by Frederick D.
Eddy, editor-in-chief & others. 2,
12-inch LP records. (Gateway to
knowledge, CAB 4215) © 23Sep60;
KKI54278.

Gateway to Spanish, the better language
course. Prepared by Frederick D.
Eddy, editor-in-chief & others. 2,
12-inch LP records. (Gateway to
knowledge, CAB 4202) © 23Sep60;
KKI54277.

OWENS-ILLINOIS. ©

Don't be a idiot; there are two kinds
of TV picture tube replacements on
the market. (In Life, May 16, 1960,
p.55) Appl. author: J. Walter
Thompson Co. © 12May60; KKI52856.

Don't be a idiot; there are two kinds
of TV picture tube replacements on
the market. (In The Saturday eve-
ning post, Oct. 1, 1960, p.78) Appl.
author: J. Walter Thompson Co.
© 27Sep60; KKI54156.

Don't be a idiot; there are two kinds
of TV picture tube replacements on
the market. [Proud man leaning
against car with picture tube lashed
on top] (In The Saturday evening
post, Aug. 13, 1960, p.67) Appl.
author: J. Walter Thompson Co.
© 9Aug60; KKI54269.

P

P. A. T.-WARD PRODUCTIONS, INC. ©

Rocky and his friends. 63 pieces.
(Whitman authorized Jr. jigsaw
puzzle, series no.301, no.4429:29)
© 27Jul60; KKI54293.

Rocky and his friends game. For ages
5 to 11. 4021. By Milton Bradley
Co. © 19Mar60; KKI53885.

P.A.T. & WARD PRODUCTIONS, INC. ©

P. B. SEE Piel Bros.

P.F., INC. SEE Pepperidge Farm, Inc.

P.H.B. CO. SEE Hand (Peter) Brewery Co.

P.I.P.E. FUND. SEE Plumbing Industry
Progress & Education Fund, Los Angeles

PS CO. SEE Perma-Strate Co., Inc.

PACIFIC COAST SCENT CO. ©

National scents, America's leading
line of hidden persuaders. House-
breaking scent & others. Appl.
author: Paul W. Howard, Jr. NM:
additions. © 1Sep60; KKI55109.

PACIFIC WIRE WORKS CO. ©

Pacific Wire-Grams, by George G. Altnow.
July 1960. © 1Jul60; KKI53214.

Pacific Wire-Grams, by George G. Altnow.
Aug. 1960. © 1Aug60; KKI53211.

Pacific Wire-Grams, by George G.
Altnow.
Sept. 1960. © 1Sep60; KKI54244.

Pacific Wire-Grams, by George G.
Altnow.
Oct. 1960. © 1Oct60; KKI54427.

Pacific Wire-Grams, by George G.
Altnow.
Nov. 1960. © 1Nov60; KKI55051.

PADDOCK OF TEXAS, INC. ©

Raw water is often cool, clear, re-
freshing and dangerous. Purify with
model B Sureclor automatic water
chlorinating unit. Appl. author:
A. L. Eisenman. NM: revisions &
additions. © 1Oct60; KKI55082.

PAINT-A-PLAQUE, INC. ©

At last, wall plaques that you can paint. Happy fruit. For ages nine to ninety. © 24Sep60; KK155589.

At last, wall plaques that you can paint. Jamaicans. For ages nine to ninety. © 24Sep60; KK155590.

At last, wall plaques that you can paint. Loving fish. For ages nine to ninety. © 24Sep60; KK155591.

At last, wall plaques that you can paint. Romantic daisies. For ages nine to ninety. © 24Sep60; KK155592.

PANDORA CO. ©

Enjoy the convenience of all sizes of these versatile original interlocking Vue-Chest; chests of drawers. No.100 original & 4 others. PC 6-2. Appl. author: E. V. Bogert. © 25Jul60; KK153015.

The perfect answer to dozens of storage problems; original interlocking Vue-Chest. The exciting, new 5-piece starter set, item no.500 & 6 other items. (Form no.PC 1-5) Appl. author: E. V. Bogert. © 24Jun60; KK153418.

PAPAZIAN COFFEE CO. ©

Clearoma-coffee. A special syrup developed by Papazian. Contents 12 fl. oz. Appl. author: Garabed S. Papazian. © 6Sep60; KK153570.

PAPER MATE CO. ©

Christmas gift goofs. Paper Mate pens make goof-proof gifts. Capri Mark IV & 3 other pens. (In Esquire, Dec. 1960, p.2) Appl. author: L. Theodore Barnett, Jr. © 1Dec60; KK155932.

PARAGON NEEDLECRAFT. ©

Make it a merry Christmas with these new and exciting Paragon needlecrafts. 0445 & other designs. (In McCall's needlework & crafts, fall-winter 1960-61, p.3 of cover) Appl. author: Alfred Rosenthal. © 20Jul60; KK152865.

PARAMOUNT, OMAHA. SEE Paramount Paper Products Co.**PARAMOUNT PAPER PRODUCTS CO.**

Beautiful, fragrant flowers. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co.; 2May60; KK152949.

Fragile, handle with care. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co.; 10Dec59; KK152511.

Fresh-crisp salad mix. © Paramount Omaha, accepted alternative designation of Paramount Paper Products Co.; 2May60; KK152951.

Fresh sliced calves liver. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co.; 2May60; KK153311.

Millard hardware, everything for the farm and home. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co.; 2May60; KK152573.

Pete's cashews. Net wt. 5 oz. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co.; 2May60; KK152948.

Protecto-Sealed hardware. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co.; 2May60; KK152572.

Spinach. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co.; 2May60; KK152950.

Thank you. © Paramount, Omaha, accepted alternative designation of Paramount Paper Products Co.; 2May60; KK152574.

PARKE, DAVIS & CO. ©

Allergen appetizer. When seafood spawns allergic distress, Benadryl counters the symptoms of food allergy. PD-D-1289. © 19Jul60; KK154867.

Allergen I.V.! When blood carries allergic potential, Benadryl aids in control of transfusion reactions. PD-D-1339. © 30Oct60; KK154865.

Allergen in the wind. When pollens harry the unwary, Benadryl combats the symptoms of hay fever. PD-D-1288. © 26Jul60; KK154868.

Allergen on the green. When grass pollen profanes the summer air, Benadryl thwarts the allergic attack. PD-D-1287. © 17Jun60; KK154866.

Allergen on the stalk. When the flora floors allergic patients, Benadryl alleviates symptoms of hay fever. PD-D-1305. © 8Aug60; KK154873.

Combats most clinically important pathogens. Outstandingly effective against a wide range of pathogens, Chloromycetin. PD-D-1372. © 30Sep60; KK154850.

Each part has a basic function; in cough control, too, each component contributes to the efficacy of Benylin expectorant. PD-D-1345. © 8Sep60; KK154847.

Each part is necessary to complete the picture; in cough control, too, each component contributes to the efficacy of Benylin expectorant. PD-D-1274. © 12Aug60; KK154848.

Each part plays a key role; in cough control, too, each component contributes to the efficacy of Benylin expectorant. PD-D-1273. © 16Jun60; KK154841.

Each part serves a definite purpose; in cough control, too, each component contributes to the efficacy of Benylin expectorant. PD-D-1346. © 19Sep60; KK154845.

Effective against staphylococci; Chloromycetin. PD-D-1327. © 20Jun60; KK154849.

Effective and well-tolerated. A new oral antibiotic-amebicide; Humatin Kapseals. PD-D-1318. © 23Jun60; KK154858.

Effective in enteric infections. A new oral antibiotic amebicide, Humatin Kapseals. PD-D-1298. © 14Jun60; KK154857.

Great moments in medicine. Ambroise Pare, surgery acquires stature - one of a series of original oil paintings commissioned by Parke-Davis. (In Reader's digest, Sept. 1960, p.136) Appl. author: Young & Rubicam, Inc. © 21Aug60; KK153866.

Great moments in medicine. Harvey and the circulation of blood, reproduced here is one of a series of original oil paintings commissioned by Parke-Davis. (In The Saturday evening post, Oct. 8, 1960, p.86) Appl. author: Young & Rubicam, Inc. © 4Oct60; KK154968.

Great moments in medicine. Medieval hospitals - reproduced here is one of a series of original oil paintings commissioned by Parke-Davis. (In Time, Apr. 11, 1960, p.114) Appl. author: Young & Rubicam, Inc. NM: "text." © 6Apr60; KK153478.

Great moments in medicine. Paracelsus, stormy petrel of medicine, reproduced here is one of a series of original oil paintings. (In The Saturday evening post, June 18, 1960, p.80) Appl. author: Young & Rubicam, Inc. © 14Jun60; KK153516.

Help make the later years more productive. Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-1308. © 29Jun60; KK154853.

Help prepare 40-plus patients now for healthy, active later years. Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-1258. © 2Aug60; KK154852.

Humatin Kapseals, new antibiotic therapy in bacillary dysentery. © 31May60; KK153637.

Important new antibiotic-amebicide. For effective oral therapy in infectious diarrheas and intestinal amebiasis, Humatin Kapseals. PD-D-1340. © 1Aug60; KK154859.

In pinworm infections; new Povan suspension, one dose for therapy and control. PD-D-1248. © 7Oct60; KK154862.

In pinworm infections; new Povan suspension, one-dose treatment for practical therapy. PD-D-1244. © 6Sep60; KK154863.

New in pinworm infections, Povan suspension; one dose treatment. PD-D-1228. © 18Aug60 (in notice: 1959); KK154840.

One accountant has epilepsy. Even his co-workers need not know, if his seizures are adequately controlled. Dilantin sodium Kapseals; Phelantin Kapseals; Milontin Kapseals; Celontin Kapseals. PD-D-1379. © 26Sep60; KK154870.

One camper has epilepsy. Even her companions might not know, if her seizures are controlled with modern medication. Dilantin sodium Kapseals; Phelantin Kapseals; Milontin Kapseals; Celontin Kapseals. PD-D-1374. © 15Sep60; KK154869.

One stenographer has epilepsy. Even her fellow workers might not know, if her seizures are controlled. Dilantin sodium; Phelantin Kapseals; Milontin Kapseals; Celontin Kapseals. PD-D-1285. © 5Jul60; KK154871.

One television technician has epilepsy. Even his fellow workers might not know, if his seizures are controlled. Dilantin sodium Kapseals; Phelantin Kapseals; Milontin Kapseals; Celontin Kapseals. PD-D-1283. © 30Jun60; KK154872.

Outstanding antimicrobial potency year after year. Notably effective against resistant staphylococci, Chloromycetin. PD-D-1360. © 31Aug60; KK154851.

Special report: medical education; also, Roundup of communicable diseases across the nation. (In Patterns of disease, Oct. 1959) © 7Oct59; KK153638.

Throughout the year, throughout a wide range of allergic reactions, Benadryl for twofold action. Allergen in a puff. PD-D-1323. © 8Jul60; KK154844.

Throughout the year, throughout a wide range of allergic reactions, Benadryl for twofold action. Allergen in scarlet. PD-D-1317. © 12Sep60; KK154846.

Throughout the year, throughout a wide range of allergic reactions, Benadryl for twofold action. Allergen shortcake. PD-D-1306. © 30Aug60; KK154843.

Throughout the year, throughout a wide range of allergic reactions, Benadryl for twofold action. Allergen underhead. PD-D-1337. © 29Sep60; KK154842.

To enhance the years of retirement, Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-1307. © 24Jun60; KK154855.

To stimulate uterine activity in amenorrhea; Norlutin, effective oral progestational therapy. PD-D-1376. © 29Sep60; KK154860.

Today's answer to the pinworm problem; new Povon suspension, the single-dose oxyuricide. PD-D-1249. © 24Aug60; KK154864.

A well-tolerated antibiotic-amebicidal. In infectious diarrheas, in intestinal amebiasis, Humatin Kapseals. PD-D-1322. © 20Jul60; KK154856.

When failure to conceive is of endocrine origin; Norlutin, oral progestational agent. PD-D-1378. © 20Sep60; KK154861.

A wise investment today for a more vigorous tomorrow. Eldec Kapseals, mineral-vitamin-hormone supplement. PD-D-1333. © 10Aug60; KK154854.

PARKER BROS., INC. ©

Double nine dominoes. © 23Nov60; KK155180.

PARKER PEN CO. ©

Are you a victim of ballpoint jungle fever? T-Ball Jotter. (In The Retail tobaccoist, June 15, 1960, p.16) Appl. author: Tatham-Laird, Inc. © 15Jun60; KK152303.

The big news in pens is the big profit news for Christmas; Parker 45. (In Department store economist, Oct. 1960, p.101) Appl. author: Tatham-Laird, Inc. © 10Oct60; KK154472.

The display designed with modern drugstores in mind; ask for Parker profit builder display no.910C. T-Ball Jotter. (In Chain store age, drug executives ed., June 1960, p.12) Appl. author: Tatham-Laird, Inc. © 1Jun60; KK155853.

Easiest way to meet the Christmas demand for America's most wanted gift ballpoints; order Parker's special Christmas display 985-X. Parker T-Ball Jotter. (In Wholesale drug sales, Oct. 1960, p.3 of cover) Appl. author: Tatham-Laird, Inc. © 10Oct60; KK155854.

Easiest way to meet the Christmas demand for America's most wanted gift ballpoints; order Parker's special Christmas display 985-X. T-Ball Jotter. (In American druggist, Oct. 17, 1960, p.72) Appl. author: Tatham-Laird, Inc. © 17Oct60; KK155043.

For somebody special, give the most special fountain pen, Parker 51. (In Air force times, July 7, 1959, p.4) Appl. author: Tatham-Laird, Inc. © 7Jul59; KK152300.

For somebody special, give the most special fountain pen; Parker 51. (In The Overseas weekly, Apr. 10, 1960, p.8) Appl. author: Tatham-Laird, Inc. © 10Apr60; KK154226.

Greatest 1-2 punch in Parker history. 1, new diamond textured T-Ball Jotter; 2, new traffic-stopper display. (In Druggists' service company buying guide, Aug. 1960, p.41) Appl. author: Tatham-Laird, Inc. © 1Aug60; KK154229.

He bought a 1-cent stamp for \$45,000 with his Parker pen. Parker 61. (In Life, Oct. 13, 1960, p.31) Appl. author: Tatham-Laird, Inc. © 31Oct60; KK155045.

He bought the Empire State Building with his Parker pen. Parker 61. (In Life, Oct. 10, 1960, p.2 of cover) Appl. author: Tatham-Laird, Inc. © 10Oct60; KK155044.

He gave Santa a brand new reindeer with his Parker pen. Parker 61. (In Minneapolis Sunday tribune, Dec. 4, 1960, picture, p.10) Appl. author: Tatham-Laird, Inc. © 4Dec60; KK155857.

He saved the Lakes of Killarney with his Parker pen; Parker 61. (In Chicago life (Chicago daily news) June 11, 1960, p.20) Appl. author: Tatham-Laird, Inc. © 11Jun60; KK152305.

It's rewriting pen promotion history; Parker 61. (In Modern stationer convention daily, Sept. 27, 1958, p.5) Appl. author: Tatham-Laird, Inc. © 27Sep58; KK152466.

New, diamond-studded Parker T-Ball Jotter guaranteed not to skip. (In The Kansas City star, Sept. 4, 1960, comics) Appl. author: Tatham-Laird, Inc. © 4Sep60; KK154231.

New, Parker display to stop pilferage; T-Ball Jotter. Order deal no.974. (In Chain store age, Apr. 1959, p.54d) Appl. author: Tatham-Laird, Inc. © 1Apr59; KK152302.

New, Parker 61 Jet Flighter pen; the finest pen on earth proves safest in the air. (In Today (The Philadelphia inquirer) June 5, 1960, p.31) Appl. author: Tatham-Laird, Inc. © 5Jun60; KK154232.

New Parker T-Ball window Jotter pen puts your customer's message in action. (In The Counselor, Aug.-Sept. 1959, p.9) Appl. author: Tatham-Laird, Inc. © 1Aug59; KK154471.

No discount pen this; Parker 61 Jet Flighter pen. (In The National stationer, May 1960, p.117) Appl. author: Tatham-Laird, Inc. © 1May60; KK152467.

Now, order out extra Jotters for Parker's Father's Day push, the perfect time to put in Parker's new T-Ball display. (In Chain store age, May 1959, p.64) Appl. author: Tatham-Laird, Inc. © 1May59; KK154227.

Now, Parker back-to-school promotion, second year of writing free with any Parker T-Ball Jotter pen. (In Chain store age, June 1959, p.102) Appl. author: Tatham-Laird, Inc. © 1Jun59; KK152470.

Now, Parker back-to-school promotion; second year of writing free with any Parker T-Ball Jotter pen. (In Chain store age, variety store managers ed., June 1959, p.102) Appl. author: Tatham-Laird, Inc. © 1Jun59; KK155041.

A Parker is a door opener, all year long; a Parker pen makes the perfect business gift. Parker 61 & 4 other gifts. (In Sales management, Sept. 10, 1959, p.12-13) Appl. author: Tatham-Laird, Inc. © 10Sep59; KK155852.

A Parker is a door opener, all year long; a Parker pen makes the perfect business gift. Parker 61 capillary pen & 4 other gifts. (In Sales management, Sept. 10, 1960, p.70-71) Appl. author: Tatham-Laird, Inc. © 10Sep60; KK154228.

Parker presents the golden series of fine Christmas gift sets. Parker 45 set & 3 others. (In Jeweler's circular-keystone, Oct. 1960, p.155) Appl. author: Tatham-Laird, Inc. © 10Oct60; KK154473.

Pick any Parker on this page and you have the finest gift of its kind. Parker 61 & 9 other gifts. (In Life, Dec. 5, 1960, p.86-87) Appl. author: Tatham-Laird, Inc. © 5Dec60; KK155856.

Q: Are you lost in the ballpoint jungle? T-Ball Jotter. (In The Tobacco leaf, Aug. 13, 1960, p.31) Appl. author: Tatham-Laird, Inc. © 13Aug60; KK154233.

The sales picture shows you which ballpoint means business; T-Ball Jotter. (In Chain store age, Apr. 1960, p.43) Appl. author: Tatham-Laird, Inc. © 1Apr60; KK152301.

Send your love with a Parker.

Parker 51 & 61. (In The American weekend, Oct. 22, 1960, p.12) Appl. author: Tatham-Laird, Inc. © 22Oct60; KK155042.

They launched a fleet of jets with a Parker pen. Parker 61. (In Life, Nov. 21, 1960, p.70) Appl. author: Tatham-Laird, Inc. © 21Nov60; KK155855.

Tired of ball points that skip? T-Ball Jotter. (In New Haven register, Aug. 25, 1958) Appl. author: Tatham-Laird, Inc. © 25Aug58; KK152304.

The wise guy. Holds the paper better, flows the ink better; T-Ball Jotter. (In American Armed Forces features, May 1960, p.2) Appl. author: Tatham-Laird, Inc. © 1May60; KK152468.

You'll be seeing lots and lots of Mr. Lincoln now that the new Parker 45 cartridge pen is here. (In Department store economist, June 1960, p.95) Appl. author: Tatham-Laird, Inc. © 1Jun60; KK152469.

You'll be seeing lots and lots of Mr. Lincoln now that the new Parker 45 cartridge pen is here. (In Pacific stationer & office outfitter, Aug. 1960, p.67) Appl. author: Tatham-Laird, Inc. © 1Aug60; KK154230.

PARKWAY RECORDS, INC. ©

The twist. Chubby Checker. © 6Jul60; KK153410.

PARVIN MANUFACTURING CO.

Barbecue apparel; each bar-b-q apron has large pocket. King for a day; big daddy; caution, man at work; the barbecuer. © Floyd Levin & Sam W. Levin d.b.a. Parvin Manufacturing Co.; 30Jun60; KK152298.

Big daddy and me, too; 4 piece father and 11'1 helper bbq apron & hat set. Nos.1693 & 093. © Floyd Levin & Sam W. Levin d.b.a. Parvin Manufacturing Co.; 30Jun60; KK152297.

Cook-Out-Fits in new matched-design table covers, bibs, and aprons. © Floyd Levin & Sam W. Levin d.b.a. Parvin Manufacturing Co.; 30Jun60; KK152296.

PASADENA BIO-PRODUCTS, INC. ©

Lo-Cal, Hi-Pro-Tein; protein vitamin-mineral supplement. Net weight one pound. Appl. author: Carl Falkenhainer. © 1Aug60; KK153762.

PATENT SCAFFOLDING CO., INC. ©

Scaffolds for aerospace and electronics programs. (Bulletin G212) Appl. author: O. H. Junggren. © 7Sep60; KK153579.

PATTON ENGINEERING CORP. ©

Barbi aquarium products. © 8Jul60; KK155204.

PEAK PRODUCTS MANUFACTURING CO. ©

Carburetors. (Catalog no.P61) © 15Aug60; KK152803.

PEAVEY (F. H.) & CO. ©

By next year you will have a new body; V-10 complete protein bread. (In The Reader's digest, Feb. 1960, p.226) © 21Jan60; KK153632.

Science and the baking industry bring you a new low-cost source of complete protein. Flavor alone makes it a family favorite. V-10 protein bread. (In Reader's digest, Sept. 1959, p.201) © 25Aug59; KK153476.

Science and the baking industry bring you a new low-cost source of complete protein. Much more flavor for you, too. V-10 protein bread. (In Reader's digest, Oct. 1959, p.17) © 25Sep59; KK153477.

PELLOD CORP. ©

It's shape that makes the difference, and Pellon non-woven interfacing keeps the shape. (In Daily news record, Oct. 18, 1960, p.3) © 18Oct60; KK155119.

PEPPERIDGE FARM, INC. ©

Apple spice cake. (Frozen apple spice cake) Net wt. 13 1/2 ozs. © 25May60; KK152635.

48 patty shells; keep hard frozen. Net wt. 5 lbs. 4 oz. © 6May60; KK152637.

Lemon nut crunch cookies. Net wt. 6 oz. © 13Oct60; KK154940.

Pineapple upside down cake. (Frozen pineapple upside down cake) Net wt. 15 oz. © 25May60; KK152636.

Premium quality Pepperidge sandwich, new, thin sliced, white enriched bread. Net weight 1 lb. © 7Nov60; KK155038.

Premium quality, thin sliced, white; sandwich, white enriched bread. Net weight 1 lb. © 14Jun60; KK155025.

Thin sliced, premium quality, sandwich, white enriched bread. Breadboard design. Net weight 1 lb. © 14Jun60; KK155023.

Thin sliced, premium quality, sandwich, white enriched bread. Oxen design. Net weight 1 lb. © 13Jun60; KK155024.

PEPSI-COLA BOTTLING CO. OF LOS ANGELES, ©

It's here, Pepsi in handy new Party 8. © 12Oct60; KK154647.

New Pepsi Party 8; save 14¢ on handy big 8-pack of 12 oz. bottles. © 12Oct60; KK154594.

PERKINS DIVISION, GENERAL FOODS CORP.

SEE General Foods Corp. Perkins Division.

PERMA-STRATE CO., INC. ©

For hair that must be straightened before it can be properly styled; Perma-Strate, the original cold permanent cream hair straightener. Hair Sheen hair conditioner, hair dressing. (In Ebony, Oct. 1959, p.112) © 15Oct59; KK155930.

PEROLIN CO., INC. ©

Prevent corrosion, scale and rusty water with Formet diamond blue crystals. Appl. author: B. V. Tiblin. © 29Sep60; KK154060.

PET ACCESSORIES, INC. ©

Mystic Expert mite mirror; a toy, a mirror, a mite fighter; keeps parakeets, canaries happy. Weight: 1/4 ounce. © 15Jul60; KK153388.

Rub-on Expert flea stick. Net weight 3/4 ounce. © 5Jun60; KK153390.

Safe because he always has his identification barrel. © 15May60 (in notice: 1959); KK153387.

Wonder Expert mite ball. Weight: 1/4 ounce. © 30Apr60 (in notice: 1959); KK153389.

PET CARE, INC. ©

New 3 pack rawhide Expert chewey-roll; all dogs love it. © 5Jun60; KK153386.

Treated raw beef hide Chew Roll, tasty chew-treat; all dogs love it; natural rolled rawhide. © 5Jun60; KK153385.

PET MILK CO. ©

First evaporated milk. First personality package; instant nonfat dry milk. (In Chain store age, July 1960, p.160) Appl. author: Mary Clare Gerling. © 30Jun60; KK153063.

Fudge-rich, moist and chewy, and they're easy as stirring; no-bake brownies. Evaporated milk. (In Parents' magazine, Aug. 1960, p.23) Appl. author: Elaine Pautler. © 25Jul60; KK153094.

Hey kids! Here's fun for you, 3 colorful plastic masks of my favorite characters; Clem Kadiddlehopper, Deadeye, Freddie the Freeloader. Instant nonfat dry milk. Red Skelton. (In St. Louis post dispatch, Oct. 2, 1960, comic page, p.5) Appl. author: Elaine Pautler. © 20Oct60; KK154670.

Hey kids, here's fun for you; 3 colorful plastic masks of my favorite characters: Clem Kadiddlehopper, Freddie the Freeloader, Deadeye. Instant nonfat dry milk. Red Skelton. (In Redbook, Oct. 1960, p.81) Appl. author: Josephine Walsh. © 20Sep60; KK154875.

Juicy meat loaf bakes right over sliced potatoes in Pet Milk's beef and potato loaf. Evaporated milk. (In What's new in home economics, Sept. 1960, p.89) Appl. author: Elaine Pautler. © 1Sep60; KK154881.

Just 3 ingredients, freezes smooth without stirring, Pet whips without chilling in strawberry fruit freeze. Evaporated milk. (In Parents', Oct. 1960, p.41) Appl. author: Elaine Pautler. © 25Sep60; KK154890.

Now, double-rich Pet whips without chilling in these exciting recipes; evaporated milk. Coffee Bavarian. (In Parents' magazine, July 1960, p.31) Appl. author: Elaine Pautler. © 25Jun60; KK153058.

Pet Milk's Sunday morning. America's only national Negro radio program, begins it's third big year. Sid McCoy. (In Chicago defender, Apr. 23, 1960, p.3) Appl. author: Elaine Pautler. © 23Apr60; KK152802.

Rich, dark and delicious as the old-time, slow-baked kind; Pet milk's new, no-bake fruitcake. Evaporated milk. (In Parents, Nov. 1960, p.77) Appl. author: Elaine Pautler. © 25Oct60; KK155606.

See the Pet milk famous Fultz quads of Milton, North Carolina, in the Bud Billiken parade, Aug. 6th. Evaporated milk & 2 other products. (In Chicago defender, Aug. 6, 1960, p.S-12) Appl. author: Elaine Pautler. © 6Aug60; KK154735.

Specialties of the house. Evaporated milk. Recipe nos. 1-15. (In Ladies' home journal, Oct. 1960, p.109-116) Appl. author: Josephine Walsh. © 26Sep60; KK154891.

Specialties of the house; make them yours with double-rich Pet. Evaporated milk. (In Ladies' home journal, Oct. 1960, p.108 & 117) Appl. author: Josephine Walsh. © 26Sep60; KK154892.

Sweet and simple; quick-and-easies made with Pet and chocolate pieces. Evaporated milk. (In Ladies' home journal, Aug. 1960, p.87-94) Appl. author: Josephine Walsh. © 25Jul60; KK153228.

Sweet and simple and the making is double-rich Pet; Pet and chocolate pieces. Evaporated milk. (In Ladies' home journal, Aug. 1960, p.86 & 95) Appl. author: Josephine Walsh. © 25Jul60; KK153229.

Talk about date bait; try Pet Instant's new homemade chocolate clusters. Instant nonfat dry milk. (In What's new in home economics, Oct. 1960, p.20) Appl. author: Elaine Pautler. © 1Oct60; KK154889.

Wanted, all 3 of these characters. Instant nonfat dry milk. Red Skelton, America's no.1 comedian. (In Chain store age, Sept. 1960, p.113) Appl. author: Elaine Pautler. © 1Sep60; KK155567.

What are beauties made of? Instant nonfat dry milk. (In Co-ed, Sept. 1960, p.53) Appl. author: Josephine Walsh. © 19Aug60; KK154740.

What are growing boys made of? Instant nonfat dry milk. (In The Saturday evening post, May 28, 1960, p.11) Appl. author: Josephine Walsh. © 24May60; KK153057.

What are little girls made of? Instant nonfat dry milk. (In The Reader's digest, June 1960, p.1) Appl. author: Josephine Walsh. © 21May60; KK153059.

What are young beauties made of? Instant nonfat dry milk. (In McCall's, June 1960, p.13) Appl. author: Josephine Walsh. © 25May60; KK153061.

When babes are haunted by fat-intolerance; instant nonfat dry milk. (In The Journal of pediatrics, Sept. 1960, p.97) Appl. author: Josephine Walsh. © 25Aug60; KK155557.

You figure it out, see how Pet instant can save on your milk bill. Nonfat dry milk. (In Journal of the American Dietetic Association, Apr. 1960, p.403) Appl. author: Elaine Pautler. © 1Apr60; KK154599.

PET MILK CO. FOOD PRODUCTS DIVISION. ©

Last year's sales prove custard pies are top sellers when the brand is Pet-Ritz. Custard; coconut custard. (In Progressive grocer, Aug. 1960, p.37) Appl. author: Elaine Pautler. © 1Aug60; KK154659.

Pet-Ritz frozen cream pies. Lemon; Dutch chocolate; coconut. (In The Atlanta constitution, June 2, 1960, p.13F) Appl. author: Elaine Pautler. © Pet Milk Co. (in notice: Pet Milk Co., Food Products Division); 2Jun60; KK153071.

25¢ from Pet-Ritz when you try our new frozen cream pies. Chocolate; lemon; coconut. (In The Atlanta Journal, June 16, 1960, p.3-F) Appl. author: Elaine Pautler. © Pet Milk Co. (in notice: Pet Milk Co., Food Products Division); 16Jun60; KK153060.

PETNEL, JOSEPH A.

The inventor invites the manufacturer; Aluma-coverings. Metal wallpaper. (In Wallpaper & wallcoverings, Sept. 21, 1960, p.199) © 21Sep60; KK154041.

PETROLEUM PRODUCTS CO. ©

Vigorlube; American oil treatment. One U.S. pint. NM; revision & additions. © 10May60; KK152433.

PHARMACRAFT LABORATORIES.

With a flick of the stick; Fresh stick deodorant. (In Life, Aug. 15, 1960, p.43) Appl. author: Charles Goldschmidt. © Pharmacraft Laboratories, division of Joseph E. Seagram & Sons, Inc.; 9Aug60; KK155906.

PIEL BEER. ©

Announcing Bert and Harry's operation Cold front, the greatest cold beer promotion ever. (Display no.2063) Appl. author: Young & Rubicam, Inc. © 24May60; KK153782.

Any place is the coolest place in town with Piel's light beer. (Display no.2064) Appl. author: Young & Rubicam, Inc. © 9Jun60; KK153804.

Ask for the big Piel's for big thirsts. (Display no.2071) Appl. author: Young & Rubicam, Inc. © 16Jun60; KK153803.

Behind this door is ice cold Piel's. (Display no.21) Appl. author: Young & Rubicam, Inc. © 16May60; KK153784.

Buy 2 quarts of Piel's in our refrigerator bag; light beer. (Display no.23) Appl. author: Young & Rubicam, Inc. © 16May60; KK153800.

Enjoy our fresh poured flavor all the way down; beer. (Display no.17) Appl. author: Young & Rubicam, Inc. © 1Jul60; KK153858.

Harry, it's cold in here. The ideal temperature for Piels, Bert. Beerometer. (Display no.15) Appl. author: Young & Rubicam, Inc. © 16May60; KK153801.

Ice cold Piels light beer inside. (Display no.22) Appl. author: Young & Rubicam, Inc. © 8Jul60; KK153859.

Light beer. It's time to change to Piels. (Display no.2073) Appl. author: Young & Rubicam, Inc. © 27Jun60; KK153870.

Take home cold Piels; light beer. (Display no.20) Appl. author: Young & Rubicam, Inc. © 15Jul60; KK153860.

Take home cold Piels beer. (Display no.2072) Appl. author: Young & Rubicam, Inc. © 24May60; KK155356.

Take home Piels ice cold quarts for fresh poured flavor all the way down; light beer. Bert and Harry's refrigerator bag. (Display no.2057) Appl. author: Young & Rubicam, Inc. © 24May60; KK153802.

Take home Piels, the beer with the longer lasting head. (Display no.16) Appl. author: Young & Rubicam, Inc. © 16May60; KK153783.

PIERCE, EDGAR M. ©

Terra Vita. The living earth. © 2Nov60; KK154785.

PILLSBURY CO. ©

Blueberry pancake mix; Best XXXX. 12.5 oz. net wt. Appl. states prev. reg. KK141252. NM: changes. © 1Aug60; KK153083.

Country style biscuits; Best XXXX. 10. Net wt. 8 oz. Appl. states prev. reg. KK143057. NM: changes. © 31May60; KK153084.

8 quick orange Danish rolls with icing. Net weight 9.5 oz. © 26Sep60; KK154828.

Golden pie crust sticks. 9 1/2 oz. net wt. Appl. states prev. reg. KK125922. NM: changes. © 22Aug60; KK154830.

Peanut butter slice 'n bake cookies. Makes 3 dozen. Net wt. 1 lb. 1 oz. © 6May60; KK154831.

Sugar cookies slice 'n bake. Makes 3 1/2 dozen. Net wt. 1 lb. 2 ozs. Appl. states prev. reg. KK143053. NM: changes. © 6May60; KK154829.

PIOLET BUTTON & NOVELTY CORP. ©

Men's suit coat buttons, mottled colors; the original Piolet kit of replacement buttons. Appl. author: William W. Falk. © 24Jun60; KK152990.

Metal buttons for sport coats and blazers; the original Piolet kit of replacement buttons. Appl. author: William W. Falk. © 11Oct60; KK154483.

PITTSBURGH PLATE GLASS CO. ©

Design of the month. July 1960. © 30Jun60; KK152314.

Design of the month. Aug. 1960. © 3Aug60; KK153032.

Design of the month. Sept. 1960. © 14Sep60; KK153681.

Design of the month. Oct. 1960. © 5Oct60; KK154260.

Design of the month. Nov. 1960. © 1Nov60; KK154739.

Design of the month. Dec. 1960. © 13Dec60; KK155601.

PLAS-TEX CORP.

A complete new line; exclusive, high-style glitter textured wastebaskets. Nos. 6702-6704. Appl. author: E. V. Bogert. © Plas-Tex Corp., a division of Cal-Dak; 15Aug60; KK153412.

Rocket special promotion 6901. Glitter textured wastebasket & other items. Appl. author: Zepha Bogert. © Plas-Tex Corp., a division of Cal-Dak; 27Jul60; KK152724.

PLASTICS CATALOGUE CORP. ©

Modern plastics encyclopedia issue for 1960; usership study. Plastics data sheet. Appl. author: Robert M. Levin. © 22Apr60; KK154208.

PLATT & MUNK CO., INC. ©

Origami, the oriental art of paper folding. 180:0200. © 9Jun60; KK152940.

PLUMBING INDUSTRY PROGRESS & EDUCATION FUND. ©

For your protection, look for this sign of quality plumbing. (In Laguna Beach south coast news, Nov. 15, 1960, p.2) Appl. author: David Olen Advertising. © 15Nov60; KK154939.

In a plumbing pinch? Relieve plumbing headaches, call a qualified plumber displaying this emblem. (In Newport Harbor news-press, Nov. 23, 1960, p.A6) Appl. author: David Olen Advertising. © 23Nov60; KK155262.

POLITI, LEO. ©

Moy Moy. Story and pictures by Leo Politi. Jacket illus. © 15Sep60; KK154582.

POLLATSEK, MIRIAM R. ©

Time to order holiday stationery for season's greetings, bulletins and promotional messages. No.256 & 11 other Idea letterheads & show-window envelopes. © 5Aug60; KK153066.

POMONA TILE MANUFACTURING CO. ©

Time, that all-important ingredient that so easily spells the difference between profit and loss on your jobs. (In Tile & architectural ceramics, Aug. 1960, p.15) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 10Aug60; KK154323.

Uniformity by George; tile. (In Tile and architectural ceramics, Sept. 1960, p.9) Appl. author: Anderson-McConnell Advertising Agency, Inc. © 5Sep60; KK154484.

PORTNOY, GOLDIE. SEE East Coast Fruit Co.

PORTNOY, LOUIS. SEE East Coast Fruit Co.

PORTNOY, WALTER. SEE East Coast Fruit Co.

POTTER DRUG & CHEMICAL CORP. ©

You'll never have an inferiority complexion again. New Cutitone, new skin-toned, medicated, astringent formula for instant blemish control. (In Co-ed, Oct. 1960, p.7) Appl. author: Kastor Hilton Chesley Clifford & Atherton, Inc. © 20Sep60; KK154261.

POULAKIDAS, THOMAS G. SEE Myers, Ellis & Poulakidas.

POUST (JACK) & CO., INC. ©

Imported Blackberry Julep; delightful drink made of Italian vermouth and plump blackberries. Appl. author: Jack Poust. © 24Jun60; KK152826. Since 1840 the sippingest pleasure ever experienced; imported Blackberry Julep. Imported from Italy; delightful drink made of vermouth and plump blackberries. Appl. author: Jack Poust. © 24Jun60; KK152827.

POWERS (JOHN ROBERT) PRODUCTS CO., INC. © Maybe being an American beauty is just a shade away; only John Robert Powers discovers three dozen complexion shades, one of them precisely yours. (In Vogue, Sept. 1, 1960, p.20-21) Appl. author: Johnstone, Inc. © 30Aug60; KK154042.

POWERS EQUIPMENT CO., INC. ©

Milk service system for schools. (Catalog no.88) © 28Nov60; KK155643.

PRACTICAL ELECTRIC PRODUCTS CORP. ©

Facts about Prak-T-Kal steam vapor therapy of particular interest to pediatricians and general practitioners. Vaporizer. (In The Journal of the American Medical Association, Nov. 19, 1960, p.229) Appl. author: L. C. Gumbinner Advertising Agency. © 16Nov60; KK155199.

What you should know when your doctor recommends steam vapor therapy. Prak-T-Kal vaporizer-humidifier. (In Today's health, Nov. 1960, p.6-7) Appl. author: L. C. Gumbinner Advertising Agency. © 31Oct60; KK155185.

PREFERRED BUSINESS SERVICE CORP. ©

Leave your data processing worries on our doorstep, or we'll come to yours. © 15Aug60; KK154056.

PBS data processing & tabulating; faster than the hand that's faster than the eye. © 15Aug60; KK154057.

PRESERVATION SOCIETY OF NEWPORT COUNTY, NEWPORT, R. I.

This is a historic Newport reproduction made in the finest manufactory. © Preservation Society of Newport County; 8Sep60; KK154188.

PRO-BRAND PRODUCTS CO. ©

VT cattle drench. Net contents: 1 gallon. Appl. author: Thomas L. Yates Advertising Agency. © 1Nov60; KK155229.

PROCTER & GAMBLE CO. ©

Find the Presidents in the picture, win \$30,000 in cash. Join Procter & Gamble's fun-filled Presidential party. Camay & 6 other brands. (In The Ogden standard-examiner, Aug. 25, 1960, p.15c) © 25Aug60; KK154173.

Here's your official Everybody's Choice contest entry blank. Dash & 3 other brands. 067-6287. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 10Oct60; KK155242.

Here's your official Everybody's Choice contest entry blank. Dash & 3 other brands. 067-6318. © Procter & Gamble, accepted alternative designation of Procter & Gamble Co.; 10Oct60; KK155243.

Ivory liquid detergent. Regular size. Net contents 12 fl. ozs. © Procter & Gamble, accepted alternative designation of the Procter & Gamble Co.; 15Feb60; KK154758.

PRODUCT ACCEPTANCE & RESEARCH, INC. ©

The FAR new product testing services put your product on the shelves in food stores, drugstores, or both. (In Food field reporter, Nov. 21, 1960, p.17) Appl. author: Keller-Crescent Agency. © 21Nov60; KK155388.

PROSPERITY CO.

Clean and extract all fabrics safely; Power-Ramic 55. (In The National cleaner, Oct. 1960, p.4 of cover) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Oct60; KK154777.

PROSPERITY CO.-Con.

Cuts costs; Power-Ramic 50W/E, 50 lb. washer extractor. (In The Laundry Journal, June 1960, p.53) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 25Jun60; KK153724.

Designed to fit any production, floor space or investment; make the right move with Prosperity Power-Ramic shirt units. Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 9Aug60; KK153726.

Every inch covered by trained men. (In Cleaning and laundry age, Aug. 1960, p.34) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Aug60; KK153729.

Greater speed, more operator comfort, simpler maintenance, faster drying with Prosperity's new, Power-Ramic laundry presses. (In American laundry digest, June 15, 1960, p.47) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Jun60; KK153728.

The only variable speed for all fabrics; Power-Ramic 40, 40 lb. synthetic cleaning unit. (In American drycleaner, June 1960, p.117) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 5Jun60; KK153753.

Power-Ramic 1-or 2-operator cabinet shirt finishing unit. (Unit 9) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 9Aug60; KK153727.

Power-Ramic 1 or 2-operator cabinet shirt finishing unit. (Unit 10) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 9Aug60; KK153849.

Power-Ramic 2-operator advanced standard shirt finishing unit. (Unit 2) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 9Aug60; KK153852.

Power-Ramic 2-operator cabinet shirt finishing unit. (Unit 3) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 9Aug60; KK153854.

Power-Ramic 2-operator cabinet shirt finishing unit. (Unit 4) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 9Aug60; KK153850.

Power-Ramic 2-operator standard shirt finishing unit. (Unit 1) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 9Aug60; KK153851.

Power-Ramic 2-or 3-operator cabinet shirt finishing unit. (Unit 5) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 9Aug60; KK153853.

Power-Ramic 2 or 3-operator expansion cabinet shirt finishing unit. (Unit 10X-1) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Oct60; KK154778.

Power-Ramic 2 or 3-operator expansion cabinet shirt finishing unit. (Unit 10X-2) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Oct60; KK154779.

Regardless of variations in padding or garment thickness, constant uniform pressure with high pressure follow-thru; Power-Ramic prl press. (In The Laundry Journal, Aug. 1960, p.63)

Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Aug60; KK153725.

Soooo easy with Prosperity Power-Ramic fully automatic washer-extractor with automatic supply injection. Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Oct60; KK154780.

The unit with a future available today. Start with Prosperity's fully-automatic cabinet shirt unit. (In American laundry digest, Sept. 15, 1960, p.4 of cover) Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 15Sep60; KK154776.

Users report 70 and more quality finished pants per hour; Power-Ramic wash pants unit. Appl. author: Hartman Advertising Agency. © Prosperity Co., division of Ward Industries Corp.; 16Aug60; KK153723.

PROVIDENT SECURITY LIFE INSURANCE CO. © Provident Security Life Insurance Company will pay a certain endowment amount and a Futurematic endowment amount to the owner; contract. (Forms 622, 534) © 16Aug60; KK154424.

PRUVO PHARMACAL CO. ©

New important break-through for sinus sufferers; Syna-Clear decongestant tablets. (In The Dallas morning news, Oct. 17, 1960, section 1, p.6) © 17Oct60; KK154491.

PUBLIC SERVICE CO. - COMMONWEALTH EDISON.
SEE Commonwealth Edison Co.

PUERTO RICO DISTILLING CO. ©

Ronrico distilled Puerto Rican rum. White label. © 3Mar60 (in notice: 1959); KK155745.

PULLMAN VACUUM CLEANER CORP. ©

Jubilee floor machine. Model CD12-3. Appl. author: Saul A. Fern. Appl. states prev. reg. KK144512. NM: revisions. © 2May60; KK154707.

Model JB 75 CV Vacuum. Appl. author: Saul A. Fern. © 20May60; KK152943.

Never-Clog JB90F; 3/4 h.p. Appl. author: Saul A. Fern. © 28Apr60; KK152944.

Science, engineering and research combine to create the all new adjustable line. Model A12-3. Appl. author: Saul A. Fern. Appl. states prev. reg. KK144803. NM: additions & revisions. © 2May60 (in notice: 1959); KK154705.

The season is almost here. Never-Clog boiler & furnace vacuum cleaner. Appl. author: Saul A. Fern. Appl. states prev. pub. A428060. NM: additions & revisions. © 2May60 (in notice: 1959); KK154706.

PURDUE FREDERICK CO. ©

For constipation in all patients whatever the functional cause; Senokot tablets, granules. (In MD, Jan. 1959, p.104-105) © 5Jan59; KK154832.

For easy, safe, painless removal of ear wax without instrumentation, Cerumenex drops. (In MD, Jan. 1959, p.14) © 5Jan59; KK154833.

PURE OIL CO. ©

Two powerful new gasolines that make your car run better, farther; Pure Firebird super, Pure Firebird regular. (In Daytona Beach evening news, Nov. 14, 1960, p.15) © 14Nov60; KK155607.

PUREX CORP., LTD. ©

Big change in bleach, the woman's touch. (In The Pensacola news, May 5, 1960, p.9B) Appl. author: Foote, Cone & Belding. © 5May60; KK152834.

Bleach; safe for nylon, Orlon, rayon and Dacron. (Liquid bleach) P9H. Net contents: half gallon. © 14Jun60; KK153081.

Can you remember way back when Dutch cleanser was old instead of new? Look at new Dutch cleanser now. (In Supermarket news, July 11, 1960, p.26-27) © 11Jul60; KK152500.

For clothes that get a lot of hard play, nothing works better than Beads-O'-Bleach. Dry chlorine bleach. (In Parents' magazine, Oct. 1960, p.109) NM: additions. © 25Sep60; KK154630.

For dishes and fine fabrics, Trend. One capful does a big sinkful of dishes, with long-lasting suds. © 1Jul60; KK153020.

Heavy duty Beads-o'-Bleach. Net weight 1 lb. 2 ozs. Appl. states prev. pub. 26Mar56, KK15209. NM: changes & additions. © 14Sep60; KK154446.

New laundry bleach controls itself; Beads-O'-Bleach. By Robert J. Wanamaker. (In Reader's digest, June 1960, p.265) © 21May60; KK153357.

Purex builds summer sales for you with 9 great hour-long TV shows. Dutch cleanser & 8 other products. (In Supermarket news, June 20, 1960, p.15) © 20Jun60; KK152276.

Purex TV advertising works day & night to reach 25,000,000 different women every month with this unique TV programming concept. Dutch cleanser & 8 other products. (In Supermarket news, Sept. 5, 1960, p.20-21) © 5Sep60; KK153619.

Trend; detergent. Giant size 49¢. Gift package Sweet-Heart beauty soap. Net weight 2 lb. 1 oz. plus gift. © 1Jul60; KK152767.

When cleanliness counts, Fleecy White bleach. [Mother looking down on baby while holding its hand] (In Des Moines tribune, June 1, 1960, p.19) Appl. author: Foote, Cone & Belding. © 1Jun60; KK152831.

When cleanliness counts, Fleecy White bleach. [Seated baby holding up shirt] (In Des Moines tribune, May 4, 1960, p.29) Appl. author: Foote, Cone & Belding. © 4May60; KK152833.

Where cleanliness counts, Fleecy White bleach. [Baby sitting on floor mat beside bathtub] (In Des Moines tribune, May 18, 1960, p.41) Appl. author: Foote, Cone & Belding. © 13May60; KK152832.

Win a new way of life for your family; SweetHeart's dream-come-true contest. Soap. (In Life, Apr. 4, 1960, p.8-9) © 4Apr60; KK153188.

PURITRON CORP. ©

Puritron, the electronic miracle that gets rid of dust-pollen, irritating smoke and odors in minutes. (In The New York times magazine, Aug. 14, 1960, p.85) Appl. author: Doyle Dane Bernbach, Inc. © 14Aug60; KK154098.

Q. B. A. COOP., INC. SEE Quality Bakers of America Cooperative, Inc.

QUALITY BAKERS OF AMERICA COOPERATIVE, INC. ©

Around the clock miracle meals, good anytime with Sunbeam bread. © 20Aug60; KK155059.

- Baked from a centuries-old Bavarian recipe, St. John's bread. Now serve your family variety, 6 St. John's rolls plus 6 white enriched rolls; Schmidt brown 'n' serve. (In The Independent, Shepherdstown, W. Va., Nov. 9, 1960) © 9Nov60; KK155203.
- Bonus magic; Sunbeam white enriched bread. Little girl holding wand. © 1Jul60; KK154321.
- Burgers never had it so good; Sunbeam buns 'n' rolls. (In The Springfield daily news, July 25, 1960, p.5) © 25Jul60; KK155778.
- Easy-to-fix menu ideas. Miss Sunbeam says: These miracle meals make cooking fun. Sunbeam bread. (In McCall's, Sept. 1960, p.176) © 20Sep60; KK155905.
- Enjoy outdoor eating with Miss Sunbeam; bread & rolls. © 1Jun60; KK155056.
- Have you tried this two-step quality test? Only batter whipped Sunbeam bread can pass it. (In The Lowell sun, Sept. 8, 1960, p.21) © 8Sep60; KK155058.
- How to squeeze more out of your bread dollar, 23 full slices per loaf. Huber's Sunbeam. (In Penns Grove record, Oct. 20, 1960, p.5-B) © 20Oct60; KK155207.
- Let Miss Sunbeam help you make June a month of fun-days. Bread. (In Ladies' home journal, June 1960, p.127) © 20Jun60; KK155206.
- Look chief, bread with a bonus; Sunbeam enriched bread. Little girl in fire chief hat, holding up slice of bread. Signed: E. Segner. © 10Oct60; KK154701.
- Look Ma, It's Batter Whipped; Sunbeam enriched bread. Little girl beside electric mixer. © 1Jul60; KK154320.
- Look mate, a bonus of energy; Sunbeam enriched bread. Little girl wearing captain's hat & holding slices of bread in hand. © 1Sep60; KK154699.
- Miss Sunbeam's miracle meals for extra sales in seven food departments; bread. Coming September 12th. (In Nargus, Aug. 1960, p.81) © 1Aug60; KK155057.
- Miss Sunbeam's miracle meals for extra sales in seven food departments; bread. Look for it. (In The Iowa food dealer, Sept. 1960, p.29) © 1Sep60; KK155054.
- New, Sunbeam fry-n-serv Hotreats. Fix donuts in 1 minute, eat 'em hot © 15Jun60; KK155205.
- St. John's bread, famous for its hearty natural goodness. 6 St. John's rolls plus 6 white enriched rolls; Schmidt brown 'n' serve. (In The Martinsburg journal, Nov. 3, 1960, p.15) © 3Nov60 (in notice: 1959); KK155777.
- Sandwich bonus; Sunbeam enriched bread. Little girl holding bread slices. © 1May60; KK154322.
- Tenderness test proves Sunbeam best; enriched bread. Little girl holding split slice of bread. © 1Sep60; KK154700.
- They're in the bag; more profit\$ for you, more \$ales for your store. Holsum Sunbeam 8 sliced buns. © 25Jul60; KK155060.
- Why is Sunbeam bread so tender? even the crust. Try this tenderness test and see. (In The Columbus record, Sept. 28, 1960, p.3-B) © 28Sep60; KK155055.
- Consulting engineer, July 1960, p.173) Appl. author: Hanson & Stevens, Inc. © 1Jul60; KK155098.
- In theory anyone can make lighting fixtures to RLM standards. R-766. (In Electrified industry, Nov. 1960, p.83) Appl. author: Hanson & Stevens, Inc. © 28Oct60; KK155258.
- R.P.C. SEE Rockcote Paint Co.
- RSI. SEE Ryder System, Inc.
- RAINBOW MAGIC DYES. ©
Something new; use Rainbow Magic Dyes for tinting fresh cut flowers by absorption through the stem. Complete set of 4 attractive colors. Appl. author: Maude Helwig. © 1Jul60; KK154810.
- RALSTON PURINA CO. ©
You have a magnetic personality, brilliant wit, tremendous courage; Ry-Krisp. (In Better homes & gardens, Oct. 1958, p.8) Appl. author: Gil Lombard. © 30Sep58; KK153964.
- RAMSEY, JOHN N. SEE H & R Creations.
- RAMSEY CORP. ©
Ever try to install a thick, wide rail over a thin, wiggly expander? Ramco C-9 rails. Piston rings. (In Jobber topics magazine, Sept. 1960, p.145-150) Appl. author: Hanson & Stevens, Inc. © 15Sep60; KK154066.
- Give the gentleman what he wants; design creativity. Piston rings. (In Automotive industries, July 1, 1960, p.29) Appl. author: Hanson & Stevens, Inc. © 1Jul60; KK154431.
- Here's why Ramco means installation success; C-9 rails spiral on easier, we never gamble. (In Motor, Sept. 1960, p.26-27) Appl. author: Hanson & Stevens, Inc. © 15Sep60; KK154350.
- If you can find a self-expanding oil ring with more modern power ring actions than this Ramco C-9, buy it. (In Jobber topics magazine, May 1960, p.173-178) Appl. author: Hanson & Stevens, Inc. © 15May60; KK154067.
- Modern mechanics are men who know; here's what they say about Ramco oil groove success. C-9. Endorsed by W. C. Ewert & Jimmy Good. (In Motor, May 1960, p.26-27) Appl. author: Hanson & Stevens, Inc. © 15May60; KK154351.
- Modern mechanics are men who know; here's what they say about Ramco second groove success. 3-piece compression ring. Endorsed by Clarence T. Morris & W. L. Combs. (In Motor, July 1960, p.26-27) Appl. author: Hanson & Stevens, Inc. © 15Jul60; KK154348.
- 3 reasons why Ramco means quick seating success. Join the legion of modern mechanics, the men who know; put Ramco modern power success in all your ring jobs. (In Southern automotive journal, June 1960, p.4 of cover) Appl. author: Hanson & Stevens, Inc. © 6Jun60; KK154349.
- Total 2 gives you the superior solution; Spirolux, Circolox. Retaining rings. (In Machine design, Mar. 17, 1960, p.104-105) Appl. author: Hanson & Stevens, Inc. © Ramsey Corp., a subsidiary of Thompson Ramo Wooldridge, Inc.; 17Mar60; KK154069.
- RASH, JAMES R., JR. ©
Rash Memorial Farms, formerly O. W. Rash Memorial Farms; Old Cunnel Rash's Red Gravy brand Kentucky country ham. Directions for cooking. © 14Nov59; KK153507.
- RAYCRAFT PRINT. CO. ©
Welcome. Federal Savings and Loan Association, Philadelphia. © 20Jun60; KK152283.
- REAL ESTATE ADVERTISEMENT DIGEST. ©
Your travel map of homes; home listings. (In The New York times, Oct. 16, 1960, R11) Appl. author: Allen C. Roth. © 15Oct60; KK155331.
- REARDON CO. ©
Big news, and besides Bondex additive makes your selling job a cinch; Bondex waterproof cement paint and Bondex heavy duty waterproofer have a written money-back guarantee. (In American paint and wallpaper dealer, Sept. 1960, p.10-11) Appl. author: D'Arcy Advertising Co. © 15Aug60; KK153611.
- Find out how to win your convention expenses again. Check the complete Reardon line. Bondex cement paint & 6 other products. (In American paint and wallpaper dealer, Nov. 1960, p.118-119) Appl. author: D'Arcy Advertising Co. © 15Oct60; KK154625.
- More repeat, repeat, repeat business with the big variety of Reardon products. Check the complete Reardon line. Dramex interior finish & other products. (In American paint and wallpaper dealer, Oct. 1960, p.78-79) Appl. author: D'Arcy Advertising Co. © 15Sep60; KK153923.
- RECORD-O-AD CORP. ©
Sunset Motors Imports. (Special recording, ROA-P) © 4Jan60 (in notice: 1959); KK151173.
- REDEX. ©
See clear with Clear Sight, touch on & wipe off; cleans amazingly, gives eyeglasses ... dust free shine. © Redex, J. R. Swann, owner; 13Jun60; KK153812.
- REFRACTORIES DIVISION, CARBORUNDUM CO.
SEE Carborundum Co. Refractories Division.
- REGENSBURG (E.) & SONS. ©
I take thee, Nelson; Admiration Nelson. Cigars. (In The New York times, Oct. 3, 1960, p.64) Appl. author: Heineman, Kleinfeld, Shaw & Joseph, Inc. © 30Oct60; KK154218.
- REISDORFF, KENNETH H. SEE Medical Appliance Enterprises.
- RELAXACIZOR, INC. ©
How slender women can reduce their hips. (In Vogue, Oct. 1, 1959, p.93) © 10Oct59; KK153225.
- How slender women reduce hips. No diet, no weight-loss, yet inches vanish almost like magic. (In McCall's, Feb. 1958, p.75) © 1Feb58; KK153533.
- New figure discovery for all mothers. (In McCall's, Nov. 1958, p.77) © 1Nov58; KK154014.
- RELIEF PRINT. CORP. ©
Poor Richard Christmas cards. © 30Jun60; KK154796.
- RENFIELD IMPORTERS, LTD. ©
Remy Martin, pride of cognac, V.S.O.P. (In U. S. news & world report, Oct. 26, 1959, p.54) Appl. author: Reach, McClinton & Co., Inc. © 26Oct59; KK152864.
- REPUBLIC MOLDING CORP. ©
Another of the wondrous household aids by Republic; new, handy Cabi-Rak, convenient all-purpose holder for all small items. (Stock no.235) Appl. author: Elon Olson. © 11Jul60; KK153115.
- R.B.F. CO. SEE Rocky Bay Fish Co.
- RLM STANDARDS INSTITUTE, INC. ©
Anyone can claim to meet the RLM standards for uniform quality. (In

REPUBLIC MOLDING CORP.-Con.

4 piece promotional styrene canister set. (Stock no.182S) Appl. author: Richard C. Klebbe. © 19Sep60; KK154199.

Freezette 1961 bonus, refrigerator freezer supply refill kits. No.61-5R, 61-11R. Appl. author: Richard J. Honeychurch. © 80Oct60; KK155250.

Gives your dishes that necessary added protection; Polly-Flex twin sink saddle. (Stock no.206) Appl. author: Elton Olson. © 11Jul60; KK153117.

Golden Crest cake cover set; sure locking. Pantryware. Appl. author: Elton Olson. © 11Jul60; KK153118.

Golden Crest pantryware, matching gifts of lasting beauty. Bread box & other pantryware. (In The Bride's magazine) Appl. author: Wilbur N. Davidson. © 15Oct60; KK154934.

Make a clean sweep of your housework with the Republic Polly-Flex dust pan. (Stock no.121) Appl. author: Elton Olson. © 11Jul60; KK153116.

The original polyethylene housewares are still the best you can buy; Polly Flex. Appl. author: Wilbur N. Davidson. © 27Jun60; KK153114.

S & M has Republic's nationally-famous polyethylene housewares; Polly-Flex. Vegetable bins & other housewares. Appl. author: Wilbur N. Davidson. © 15May60; KK153288.

Who made the first polyethylene food containers and still makes the best? Freezettes. (In Housewares review, June 1960, p.4) Appl. author: Wilbur N. Davidson. © 25May60; KK153113.

REPUBLIC'S. SEE Republic Molding Corp.

RESEARCH SUPPLIES.

Another published report on Glukor, the original fortified chorionic gonadotropin for impotence & fatigue in men. Glutest, another product from Research Supplies pharmaceuticals. © William L. Gould d.b.a. Research Supplies; 15Nov60; KK155575.

For frigidity and fatigue in women, Glutest. © William L. Gould d.b.a. Research Supplies; 15Nov60; KK155577.

Glukor; a unique medication for a troublesome condition in men. © William L. Gould d.b.a. Research Supplies; 15Nov60; KK155574.

Impotence, Glukor, the original fortified chorionic gonadotropin for impotence and premature fatigue in men. Glutest, frigidity. © William L. Gould d.b.a. Research Supplies; 15Nov60; KK155576.

Prevent colds at the portal of entry; Crionil lozenges. © William L. Gould d.b.a. Research Supplies; 15Nov60; KK155578.

RESTONIC CORP. ©

As you sleep, so you are. Sleep better, feel better on a Restonic Orthotonic extra-firm mattress. (In Life, Sept. 5, 1960, p.104) Appl. author: Bozell & Jacobs Advertising Agency. © 5Sep60; KK153873.

Biggest bedding bargain. Flexoform extra-firm mattress; box spring to match; headboard. (In House & garden, Aug. 1960, p.45) Appl. author: Bozell & Jacobs, Inc. © 21Jul60; KK153514.

REVLON, INC. ©

Berry Bon Bon, a strong-sweet red, brilliant on lips and fingertips. Revlon lifts red to a new boiling point. (In McCall's, Oct. 1960, p.16-17) Appl. author: Warwick & Legler, Inc. © 21Sep60; KK154648.

A bright berry red that steals a little freshness and innocence from pink; Berry Bon Bon. Lipstick; nail enamels. Bergdorf Goodman. (In The New York times, Oct. 9, 1960, p.115-117) Appl. author: Warwick & Legler, Inc. © 9Oct60; KK154238.

Cherished as one of the world's seven great fragrances; Intimate. (In The Wall Street journal, Dec. 12, 1960, p.2) Appl. author: Warwick & Legler, Inc. © 12Dec60; KK155811.

Cherished as one of the world's seven great fragrances; parfum Intimate. (In Esquire, Nov. 1960, p.8) Appl. author: Warwick & Legler, Inc. © 1Nov60; KK154781.

From Revlon: a 5-finger exercise in profits. Lactol manicure. (In American hairdresser, Sept. 1960, p.10-11) Appl. author: Warwick & Legler, Inc. © 1Sep60; KK153573.

From Revlon research, an antibiotic deodorant with Neomycin; Revlon H1 and Dri with antibiotic Neomycin. (In New York journal American) © 27Jul60; KK155728.

If you can only take off your make-up once a day, one of these night-time cleansers is wrong for you, one is right. Pink Clean and Clear; white Clean and Clear. (In Glamour, Oct. 1960, p.5) Appl. author: Warwick & Legler, Inc. © 22Sep60; KK154649.

The Love-Pat look, by Revlon; face your world beautifully ... Love-Pat is complete make-up, not just pressed powder. (In Vogue, Oct. 1, 1959, p.13) Appl. author: E. W. Mandel. © 1Oct59; KK152870.

The most elegant idea in make-up since a girl first powdered her nose; Revlon's new Petite compacts filled with Love-Pat. [Female in evening attire, wearing pearl & diamond earrings; port.] Designed by Van Cleef & Arpels. (In Seventeen, Aug. 1960, p.34-35) © 1Aug60; KK155727.

The most elegant idea in make-up since a lady first powdered her nose; Revlon's new Petite compact filled with Love-Pat. [Female wearing diamond tiara, earrings & ring; port.] Designed by Van Cleef & Arpels. (In Life, June 20, 1960, p.10-11) © 14Jun60; KK155729.

Naked eyes are out, color's the thing. Eye makers a la carte by Revlon. (Eye make-up) (In McCall's, Sept. 1960, p.54-55) Appl. author: Warwick & Legler, Inc. © 22Aug60; KK155173.

Le peak de chic, tints provocatif; new, shimmering frosted make-up colors. (In The New York times, July 17, 1960, p.54) Appl. author: Warwick & Legler, Inc. © 17Jul60; KK152554.

Revlon has a way with gifts, that have a way with women. Fabulous futurama & 4 other gifts. (In Sunday news, New York, Dec. 11, 1960, p.103) Appl. author: Warwick & Legler, Inc. © 11Dec60; KK155560.

Revlon has a way with gifts, that have a way with women. Grande gallerie & 5 other gifts. (In The New York times, Dec. 11, 1960, p.131) Appl. author: Warwick & Legler, Inc. © 11Dec60; KK155553.

Revlon has a way with gifts that have a way with women. Intimate fragrance mist & 6 other cosmetics. (In Fortune, Dec. 1960, p.4-5) Appl. author: Warwick & Legler, Inc. © 1Dec60; KK155479.

When you graduate from girlhood to glamour, go from soap to Clean and Clear. Greaseless cleansing lotion. (In Seventeen, Nov. 1960, p.25) Appl. author: Warwick & Legler, Inc. © 1Nov60; KK154731.

REVLON, INC. THAYER LABORATORIES. SEE Thayer Laboratories.

REVUE PRODUCTIONS, INC. ©

Wagon Train game. For ages 6 to 14. 4020. By Milton Bradley Co. © 15Dec59 (in notice: 1960); KK153880.

REYNOLDS MANUFACTURING CO. ©

New, entirely different, completely superior, model 50 airbeam suspension; exclusive air-action diaphragm. Reyco. T-560. (In Transport topics, Aug. 8, 1960, p.5) © 8Aug60; KK153339.

REYNOLDS METALS CO. ©

Aluminum foil packaging, plastic film laminations. One of a series of reports. (In Package engineering, Sept. 1960, p.1) © 1Sep60; KK153857.

Aluminum foil packaging - prevention of frozen food dehydration. (In Package engineering, July 1960, p.1) © 1Jul60; KK152840.

For better, faster outdoor cooking, the secret is under the charcoal; Reynolds Wrap, pure aluminum foil. (In Milwaukee sentinel, June 21, 1960, pt.1, p.7) © 21Jun60; KK152841.

RICHARDS MANUFACTURING CO. ©

Austin tympanoplasty instruments, no.1211; Shea oxygen holder, no.1216; Schuknecht wire bending die, no.1270 & ear operating instruments. Appl. author: Harry T. Treace. © 19Oct60; KK154494.

Shea head holder for middle-ear surgery, no.1248; Power line adapter for the Shea Stapes surgery drill, no.1260Q; Footswitch, no.1260FS. Appl. author: Harry T. Treace. © 19Oct60; KK154493.

RIEDL & FREED ASSOCIATES, INC. ©

Hires soda fountain barrel; play soda fountain. Holds full quart. © 1Jul60; KK152565.

RITCHIE (HAROLD F.) INC. ©

Brylcreem, for smart hair grooming; world's largest selling hair dressing. King size; contents 5 fl. oz. © 4Apr60; KK153021.

RIVAL PACKING CO. ©

New Rival; fortified with rich beef marrow. Dog food. [Beagle hound eating] (In The Courier-journal magazine, Oct. 2, 1960, p.31) Appl. author: Needham, Louis & Brorby, Inc. © 2Oct60; KK154644.

New Rival; fortified with rich beef marrow. Dog food. [Meat cleaver; comic dog lying on back] (In The Miami herald, Oct. 2, 1960, p.6F) Appl. author: Needham, Louis & Brorby, Inc. © 2Oct60; KK154645.

ROBBIN PRODUCTS. ©

Bonus sale, dinnerware & hostess set; oven-safe service for 8. (Dinnerware ensemble) Appl. author: Meyer Robbin. © 12May60; KK155126.

National brand sale bedding ensemble; free General Electric alarm clock. (Bedding ensemble with G. E. clock) Appl. author: Meyer Robbin. © 1Jun60; KK155123.

Never before so low priced; sabre saw. Appl. author: Meyer Robbin. © 26Apr60; KK155124.

Now you can spin fish from boat, surf or pier; 147 pc. salt water fishing outfit. Appl. author: Meyer Robbin. © 18Mar60; KK155121.

Off-season doll sale; life-size 36 inch doll. Appl. author: Meyer Robbin. © 12May60; KK155122.

- 1/4 hp ram drill with 3/4 pc. drill kit plus TV & radio tube tester. (1/4" power drill set with tube tester) Appl. author: Meyer Robbin. © 29Apr60; KK155125.
- Ready-to-go fun, custom built Zoom-Bug. (Zoom-Bug racing car) Appl. author: Meyer Robbin. © 26Sep60; KK155127.
- ROCK OF AGES MEMORIALS.**
Your final tribute should be the best; choose Rock of Ages. (In The Saturday evening post) © Rock of Ages Memorials (in notice: Rock of Ages); 17Feb59; KK152355.
- ROCKCOTE PAINT CO. ©**
Signs that sell; Spectro-matic colors. Machine sign & 4 other signs. Appl. author: William R. Williams, Inc. © 15Jul60; KK152845.
- ROCKY BAY FISH CO. ©**
Tem Tasty ready to cook, quick frozen whitening; white meat fish. 1 1/2 lbs net. Appl. author: Thomas Slade Gorton, Jr. © 17Oct60; KK154669.
- ROCKY MOUNTAIN METAL PRODUCTS CO. ©**
Multiply chair appointments with R. M. time and motion-saving programs. Orthodontics. Rabbit. Copy: Martin Brusse; art: Fred Baker. © 15Jul60; KK152772.
- An ounce of prevention; nuk sauger orthodontic nursing nipple. Primary exerciser; secondary exerciser. (In American journal of orthodontics, Aug. 1960, p.17-18) Appl. authors: Martin Brusse & Gene Kramer. © 15Aug60; KK153434.
- RODDENBERRY (W. B.) CO., INC. ©**
Happy Kids creamy peanut butter. Net wt. 12 ozs. avd. © 50Oct60; KK155527.
- RONSON CORP. ©**
Incomparable new Varaflame; lighter. (In Look, Dec. 8, 1959) Appl. author: Norman, Craig & Kummel, Inc. © 29Nov59; KK154317.
- ROSE MANUFACTURING CO. ©**
Rose Manufacturing Co. tames impact tools, protects hands with new, safety-designed tool holder; Safe-Hi. © 1Jul60; KK153023.
- ROSITA PRODUCTS CO., INC. ©**
Rosarita beef enchilada dinner; quick frozen. Net wt. 14 oz. © 17Feb59; KK152653.
- Rosarita chili con carne with beans. Net weight 15 1/2 oz. © 2Mar59; KK152652.
- ROSS, CHARLES J. SEE Ross & Ross.**
- ROSS, SAMUEL J. SEE Ross & Ross.**
- ROSS & ROSS.**
Hytrix adjustable standards. © Samuel J. Ross & Charles J. Ross d.b.a. Ross & Ross; 1Aug60; KK155347.
- ROTH, JAMES E. ©**
Coming in 1961; folding moneybank no.2, no.3 and no.4. Thrift detector & 2 others. (Savings specialties series) © 22Sep60; KK154196.
- Constructive suggestion: distribution of this provocative do-it-yourself bank will pep up family interest in savings activity next Christmas. Santa Saver. (Savings specialties series, folding moneybank no.1) © 22Sep60; KK154129.
- Santa saver, the folding moneybank. © 1Nov60; KK155261.
- ROTHERMEL, G. L. ©**
Now open, Ben Franklin Toytown featuring hundreds of gift and toy suggestions. © 23May60; KK152399.
- ROTHMAN, HARRY. ©**
All men are not created equal, when it comes to size and shape. Imported worsted hand-tailored suits & other men's apparel. (In The New York times) © 26Sep60; KK154030.
- A bit of homely philosophy about men and clothes. Imported worsted hand-tailored suits & other clothing. © 4Oct60; KK154120.
- Don't send my boy to Harvard. Ivy model wool-and-orlon suits & other campus attire. (In New York times) © 30Aug60; KK153524.
- 50,000 freshmen can't be wrong. Yes, it's no accident that every year about this time Rothman's becomes a clothing headquarters for college-bound men. (In The New York times) © 23Aug60; KK153431.
- How does Harry Rothman do it? A clothing secret you can share with a fine Fifth Avenue store. Imported worsted hand-tailored topcoats & 2 other men's garments. © 18Oct60; KK154466.
- How does Harry Rothman do it? Have you a personal philosophy about clothing bargains? (In The New York times) © 15Nov60; KK154919.
- How does Harry Rothman do it? Wanted, gentlemen with inquiring minds. Imported pure wool velour hand-tailored overcoats & other clothing. (In The New York times) © 6Dec60; KK155974.
- In this clothing store a remarkable revolution is quietly taking place. Imported worsted hand-tailored suits & 2 other men's clothing. (In The New York times) © 1Nov60; KK154690.
- Mathematics made easy for college men. Ivy model wool-and-orlon suits & other clothing. (In The New York times) © 6Sep60; KK153576.
- ROTO-PACK CORP. ©**
Roto Pack; the modern space-saver for storing and dispensing cans on shelf or in refrigerator. Model V. (Form no.101) Appl. author: Clyde M. Combs. © 12Oct60; KK155355.
- ROTTWEILER, ANTON. ©**
Famous French dressing. 16 oz. © 23Aug60; KK153457.
- ROX PAINT CO. ©**
Interior latex paint. 1 standard U. S. gallon. Appl. author: Clark & Bobertz, Inc. © 7Oct60; KK154263.
- Invitation to color by Rox. Appl. author: Clark & Bobertz, Inc. © 7Dec60; KK155464.
- Invitation to color by Rox. Color card. Appl. author: Clark & Bobertz, Inc. © 26Oct60; KK154726.
- ROYAL PROMOTIONS. ©**
Magic-Pac bubble bath. Contents of each package 10 grms. © 1Jun60; KK153473.
- Magic-Pac perfumed bubble bath. 12; contents of each package 10 grams. © 1Dec60; KK155608.
- RUBBERMAID, INC. ©**
Bathtub mat, helps keep family safe. No.7035. © 15Nov60; KK155979.
- Battery box, universal fit for all 6 and 12 volt batteries. Appl. author: Robert W. Loos. © 1Oct60; KK155116.
- Measuring filter-funnel. Appl. author: Robert W. Loos. © 1Oct60; KK155118.
- Plastic containers; for carrying refreshments ... many other handy uses aboard ship, around the dock or under way. No.2977 & 2 other items. Appl. author: Robert W. Loos. © 1Oct60; KK155117.
- Sink mat, pads sink bowl during dish-washing. No.1291. © 16Dec60; KK155975.
- Sink mat, protects china, glassware, sink bowl. No.1293. © 16Dec60; KK155976.
- Stove mat, protects enamel stove tops. No.1315. © 13Dec60; KK155978.
- Stove mat, protects stove tops. No.1303. © 16Dec60; KK155977.
- RUBINSTEIN (HELENA) INC. ©**
At last, the sure-fire way to sell your customers the right hair coloring product; Helena Rubinstein's handy hair coloring sales guide. Color Lift hair rinse & 2 other products. (In Drug topics, Oct. 10, 1960, p.12-13) © 10Oct60; KK155196.
- Break-through; announcing Helena Rubinstein's amazing Color Lift Coverinse, covers up to 50% mixed gray; gray never goes orange. (In Beauty fashion, Sept. 1960, p.36B-36C) © 16Sep60; KK154809.
- Helena Rubinstein announces new beauty bath for dry skin; Tree of Life. (In New York herald tribune, Oct. 16, 1960, p.52) © 16Oct60; KK154787.
- Helena Rubinstein, creator of Ultra Feminine, explains how new wonder drug face cream restores young look to skin. (In The Herald tribune, Oct. 23, 1960, p.40) © 23Oct60; KK155146.
- Helena Rubinstein offers to solve 11 beauty problems, guarantees results. Skin Dew & 10 other skin aids. (In The Philadelphia inquirer, Feb. 28, 1960, p.13) © 28Feb60; KK154132.
- How a little eye make-up can leave you looking a lot younger. (In The New York times, Oct. 30, 1960, p.110) © 30Oct60; KK155197.
- How new wonder drug face cream restores young look to skin; Ultra Feminine. (In The New York times, Jan. 3, 1960, p.82) © 3Jan60; KK155411.
- How new wonder drug face cream restores young look to skin. Ultra Feminine. (In The New York times, May 8, 1960, p.114) © 8May60; KK155320.
- New clinical evidence that the topical hormone approach to the aging skin problem is a safe approach. Ultra Feminine face cream. (In MD, Nov. 1960, p.189) © 27Oct60; KK154797.
- New, cream tint discovery; Helena Rubinstein's Crowning Color cream-tints your hair with alive, natural looking color. (In The Boston herald, Feb. 21, 1960, p.10) © 21Feb60; KK155115.
- New, cream-tint your hair with Helena Rubinstein's Crowning Color. Blonde mink & 7 other shades. (In The New York times magazine, May 1, 1960, p.96-97) © 1May60; KK154135.
- New fast help for patients with acne, Bio-Clear. (In MD, Dec. 1960, p.30) © 5Dec60; KK155673.
- New, Helena Rubinstein creates the first cream peroxide for hair. (In The Boston herald, June 19, 1960, p.6) © 19Jun60; KK155114.
- New, Helena Rubinstein's drug discovery gives fast help for acne breakouts; Bio-Clear medicated cream is instantly active. (In Seventeen, Oct. 1960, p.24-25) © 30Sep60; KK155226.
- New, Helena Rubinstein's Mascara-Matic and eye make-up colors give your eyes exciting new sparkle that lasts all day. (In Sunday news, New York, Mar. 20, 1960, p.37) © 20Mar60; KK154133.

RUBINSTEIN (HELENA) INC.-Con.

New, six fashion shades for gray hair only in Helena Rubinstein's Color Lift rinse. Mist of blue & 5 other shades. (In Dixie (New Orleans times picayune), Feb. 28, 1960, p.28) © 28Feb60; KK153879.

New, world's most natural looking make-up; only new Silk-Tone liquid make-up brings your complexion into harmony with your hair color. (In McCall's, Nov. 1960, p.40) © 20Oct60; KK155193.

Restore color to sun-faded hair with Helena Rubinstein's new Color Lift hair rinse. (In The Houston post, Aug. 7, 1960, p.2) © 7Aug60; KK154134.

Suddenly your husband looks at you with new interest when you start using Helena Rubinstein's new Tree of Life beauty preparations. Cream; emulsion. (In Harper's bazaar, Apr. 1960, p.63) © 31Mar60; KK153878.

Three new fashion corals. Newest lipstick idea: choose the coral to flatter your hair color. Shell coral & 2 other colors. Color Lift hair rinse. (In Vogue, May 1960, p.114-115) © 23Apr60; KK154095.

Your touch tells you. Feel that softness, see that glorious, permanent color. It's yours with new Crowning Color cream tint. (In The Philadelphia inquirer, Oct. 2, 1960, p.4) © 20Oct60; KK155253.

Your touch tells you; feel that softness, see that glorious, permanent color, it's yours with new Crowning Color cream tint. Hair tint. (In The Philadelphia inquirer, Oct. 23, 1960, p.4) © 23Oct60; KK155145.

RUDIE, EVELYN. ©

Paper dolls. 5196. By Saalfeld Pub. Co. Authorized ed. © 20May60; KK153899.

RUNNELS CO., INC. ©

Kardee, special lotion. Contains hexachlorophene; 8 fl. oz. © 8Feb60; KK152930.

RU-SON PRODUCTS CO. ©

Lawn furniture webbing. No.4010. Contains 17 feet. © 10Oct60; KK154954.

Tape 'n cord venetian blind renew kit; for standard 2" metal slat blinds. (Style no.1264) © 22Aug60; KK153916.

RUSS, THOMAS EUGENE. ©

Income tax organizer. © 18Nov60; KK155498.

RYDER SYSTEM, INC. ©

Dependability means many things. To our drivers it's bringing a truck safely through weather. (In Traffic world, Aug. 6, 1960, p.46) Appl. author: H. Shillito. © 6Aug60; KK153631.

Terminals. So up-dating Ryder terminals is a constant process. (In Traffic world, Apr. 16, 1960, p.10) Appl. author: H. Shillito. © 16Apr60; KK153630.

Through the night; truckers. (In The Wall Street Journal, Sept. 7, 1960, p.8) Appl. author: H. Shillito. © 7Sep60; KK154249.

Time to decide. Do I keep money tied up in trucks or put it to work making more money? Truck rental. (In Dun's review and modern industry, special report, June 1960, p.134) Appl. author: H. Shillito. © 5Jun60; KK154587.

Time to decide. Shall I try to develop trucking experts or let Ryder do it for me? Truck rental. (In Fortune, Sept. 1960, p.244-245) Appl. author: H. Shillito. © 30Aug60; KK154586.

Time to decide. Should I be concerned with truck breakdowns or running my business? Leasing your truck fleet from Ryder puts the problems of truck maintenance where they belong. (In The Wall Street Journal, May 11, 1960, p.10) Appl. author: H. Shillito. © 11May60; KK154245.

Time to decide. Should I guesstimate my truck costs or lease and project them exactly? Ryder full-service leasing gives you cost figures you can project. (In The Wall Street Journal, June 22, 1960, p.3) Appl. author: H. Shillito. © 22Jun60; KK154246.

Time to decide. Should I lease only trucks or get cars and MHE off my hands too? Ryder wraps up ... one single lease package. (In The Wall Street Journal, July 27, 1960, p.26) Appl. author: H. Shillito. © 27Jul60; KK154248.

Time to decide. Should I pay a premium for ownership of trucks or should I pay for use only? Ryder full service truck leasing lets you pay for use only. (In Business week, July 9, 1960, p.4) Appl. author: H. Shillito. © 9Jul60; KK154247.

S

S. C. SEE Sunbeam Corp.

S.G. CO., INC. SEE Shenandoah Candy Co., Inc.

S. L. C. SEE Scolding Locks Corp.

S.M.B. CO. SEE Salerno-Megowen Biscuit Co.

SMCC. SEE Sophie Mae Candy Corp.

SVMCO. SEE Super Vacuum Manufacturing Co.

S.W.C. SEE Shasta Water Co.

SAALFIELD PUB. CO. ©

Casper the Friendly Ghost fun box. SEE Harvey Famous Cartoons.

Donna Reed paper dolls. SEE Screen Gems, Inc.

Harvey-Toon TV flannel funnies.

SEE Harvey Famous Cartoons.

Harvey-Toon tinkle toy stuffies.

SEE Harvey Famous Cartoons.

Herman and Katnip game box. SEE Harvey Famous Cartoons.

Little Audrey's Harvey-Toon sewing cards. SEE Harvey Famous Cartoons.

Paper dolls. SEE Rudie, Evelyn.

Sandra Dee play kit. SEE Universal Pictures Co., Inc.

Shari Lewis and her puppets. SEE California National Productions, Inc.

SAALFIELD PUB. CO. ©

Come to the fair; 3 super games with folding board: Merry midway; Come to the fair; Knock 'em down. 5 to 10 years. 6141. Appl. author: Edgar J. Anderson. © 15Jun60; KK153965.

Merry market game box: Let's go shopping; Don't forget the sugar. 5 to 10 years. 5712. 2 games on folding boards. © 14Oct60; KK154755.

Off to school. Off to camp. 6 to 10 years. 5711. Two games, folding board, spinner, die-cut playing pieces. © 14Oct60; KK154754.

Play town, a new, exciting toy-card game for boys and girls 5 to 10 years. 7537. 64 sturdy interlocking pieces make four houses, gas station, super market, school & bank. Appl. author: Robert Campbell. © 15Jun60; KK153893.

Shirley Temple. 4437. Two stand-up dolls and costumes. © 30Oct60; KK155497.

Spin and play; games and creative peg fun. 3 to 10 years. 7613. Big plastic wheel, 32 pegs & markers, die-cut discs, playing pieces. Appl. author: Harm Enterprises. © 15Jun60; KK153967.

300 bowling game. For all ages. 6142. 108 special playing cards, erasable score sheet & marking pencil. Appl. author: Emil Kenney. © 15Jun60; KK153891.

SAFeway STORES, INC. ©

Town House fruit cocktail. Net weight 1 lb. 1 oz. © 9Aug60; KK153178.

SALAD OIL DISTRIBUTORS. ©

Double-D brand, especially prepared, all-purpose pure vegetable shortening. © 10Jun60; KK152327.

SALERNO-MEGOWEN BISCUIT CO. ©

Chip n' mint cookies. Net wt. 7 ozs. © 15Jul60; KK152339.

Grahams. 4 inner crisper packs. Net wt. 1 pound. © 4Nov60; KK155291.

Saltines, the low calorie, high nutrition cracker. 4 inner crisper packs. Net wt. 1 pound. © 27Oct60; KK155290.

Saratoga flakes, the aristocrat of crackers. Inner crisper bag. Net wt. 7 1/4 ozs. © 1Nov60; KK155292.

SALUTARIS MINERAL SPRINGS CO.

Smitty's old fashioned-creamy type root beer. Contents: 12 fluid oz. © Maynard S. Smith d.b.a. Salutaris Mineral Springs Co.; 20Jun49; KK153356.

SAMBERG, BENJAMIN.

Novelty time. SEE Bell Enterprises, Inc.

Smile, pt.2. SEE Bell Enterprises, Inc.

SAN FRANCISCO CHAMBER OF COMMERCE. ©

The business heart of San Francisco. (In Bay region business, Aug. 26, 1960, p.1) © 26Aug60; KK154617.

SARONG, INC. ©

For summer time glamour, cool-cool comfort, new mesh Sarong. Girdle. (In Fall River herald news, May 26, 1960, p.7) Appl. author: Donahue & Coe. © 26May60; KK152625.

New Sarong elastic criss-cross bra stops bra bind. (In Wausau daily record-herald, June 30, 1960, p.3) Appl. author: Donahue & Coe Agency. NM: revision. © 30Jun60; KK154773.

No girdled feeling. Only the new Sarong criss-cross girdle gives you freedom of movement. E 100. Appl. author: Donahue & Coe. NM: revisions. © 2Aug60; KK155106.

Only the new Sarong criss-cross girdle gives you freedom of movement. (In Kennebec Journal, May 11, 1960, p.18) Appl. author: Donahue & Coe. © 11May60; KK152624.

SAVINGS & LOAN FOUNDATION, INC., WASHINGTON, D. C.

How to plan your independence day. (In The Saturday evening post, July 2, 1960, p.57-59) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 28Jun60; KK153167.

1 million loans a year by insured savings and loan associations. (In Time, Oct. 3, 1960, p.38-39) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 28Sep60; KK155094.

Save regularly as clockwork, then you can buy the things you want when you want them. (In Look, Sept. 13, 1960). Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 30Aug60; KK155097.

Thanksgiving Day is when we give thanks for our home and school. (In The Saturday evening post, Nov. 12, 1960, p.103) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 8Nov60; KK155645.

33 million Americans are building their futures at insured savings and loan associations. (In U. S. news & world report, Nov. 7, 1960, p.119) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 31Oct60; KK155644.

This book makes his college education possible; savings and loan savings account. (In The Saturday evening post, June 4, 1960) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 31May60; KK155095.

Who will finance the new homes of the 1960's? (In Time, Sept. 12, 1960, p.96-97) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 7Sep60; KK155096.

You get a bigger slice of living the insured savings and loan way. (In The Saturday evening post, Aug. 6, 1960) Appl. author: McCann-Erickson, Inc. © Savings & Loan Foundation, Inc.; 2Aug60; KK153665.

SCHENLABS PHARMACEUTICALS, INC. ©

Cardiovascular adjuvants. Rutaminal with phenobarbital, A406; Rutaminal with reserpine, A307. © 15Oct59; KK152981.

For easier elimination at six or sixty; target action, specifically on the large bowel. Physician's sample. Dorbane; Dorbantyl forte; Dorbantyl. 62759; 62659. © 25Nov59; KK152979.

For easier elimination in cardiovascular or convalescent; target action, specifically on the large bowel. Physician's sample. Dorbane; Dorbantyl forte; Dorbantyl. 62659; 62759. © 29Oct59; KK152978.

Hepatic support, vascular protector. Vasutum improved, the only lipotropic vascular protectant which contains the plus factor, Quercetin. 65459. © 19Feb60 (in notice: 1959); KK152984.

In heartburn of pregnancy, patients say, tasty is the word for Titrilac, unique antacid with milk-like action. 631B59. © 5Oct59; KK152982.

Month after month, ulcer patients say, tasty is the word for Titrilac, unique antacid with milk-like action. 631A59. © 10Sep59; KK152983.

Tasty is the word for Titrilac, unique antacid with milk-like action. 62859. 100 tablets, Scrip-Kit. © 15Nov59; KK152980.

SCHENLEY DISTILLERS CO.

From the Indiana side of the Great Bluegrass Oval: the story of the first bourbon to earn the new Indiana stamp of certification; Certified Bourbon by Schenley. (In The Indianapolis news, Aug. 8, 1960, p.20) © Affiliated Distillers Brands Corp. d.b.a. Schenley Distillers Co.; 8Aug60; KK153714.

SCHENLEY IMPORT CO. ©

White Label and Ancestor, Dewar's scotch whiskies. (Dewar's White Label) Tartan of clan MacLaine of Lochbuie. (In Saturday review, June 25, 1960, p.4 of cover) Appl. author: Otto Kleppner. © 21Jun60; KK152375.

SCHICK, INC. ©

All new 1066 Schick 3 speed razor, it's the mightiest razor of them all. Customatic & other razors & shaving products. (In Department store economist, Sept. 1960, p.22-23) Appl. author: Benton & Bowles, Inc. © 31Aug60; KK155263.

Are you feminine enough to be given a Crown Jewel? If you've ever dreamed of silkier, smoother legs ... the electric shaver that lets you shave closer than you dare with a blade. (In Glamour, Dec. 1960, p.34) Appl. author: Benton & Bowles, Inc. © 22Nov60; KK155632.

The Christmas gift that's easiest to sell because it's right for every man; all new 1066 Schick 3 speed. (In Post exchange and commissary, Sept. 1960, p.28) Appl. author: Benton & Bowles, Inc. © 1Sep60; KK155511.

Here's where the idea was born for the 1066. Until today, only a barber could shave you so close with such comfort. (In Life, Sept. 19, 1960, p.8-9) Appl. author: Benton & Bowles, Inc. © 15Sep60; KK155270.

Here's where the idea was born for the 1066; until today, only a barber could shave you so close with such comfort. (In Sports illustrated, Sept. 19, 1960, p.1) Appl. author: Benton & Bowles, Inc. © 15Sep60; KK155627.

Never have angry nicks been so absolutely taboo ... because today fashion says bareness; never has one shaver met your fashion needs like Schick Crown Jewel electric shaver. (In Vogue, June 1960, p.33) Appl. author: Benton & Bowles, Inc. © 1Jun60; KK155628.

Now Schick harnesses the world's mightiest head to the most powerful motor in shaving history; 1066 3 speed. (In Life, Nov. 28, 1960, p.18) Appl. author: Benton & Bowles, Inc. © 24Nov60; KK155631.

Ouch, nicked. Mmm, Schicked. Brilliant new Schick Crown Jewel lets you shave closer than you dare with a blade. (In McCall's, Oct. 1960, p.11) Appl. author: Benton & Bowles, Inc. © 21Sep60; KK155269.

Right for every gift program because it's right for every man; all new 1066 Schick 3 speed. (In Sales management, Sept. 10, 1960, p.115) Appl. author: Benton & Bowles, Inc. © 26Aug60; KK155633.

Shift the speed, set the head, discover how much electric shaving has changed; 1066 Schick 3 speed razor. (In Esquire, Dec. 1960, p.10) Appl. author: Benton & Bowles, Inc. © 16Nov60; KK155623.

SCHLITZ (JOSEPH) BREWING CO. ©

Best draw in the West. It's arrived. Now on draught in Fresno. (In The Fresno bee, July 20, 1960, p.5-A) Appl. author: J. Walter Thompson Co. © 20Jul60; KK154088.

Best draw in the West. Now on draught in Fresno. (In The Fresno bee, July 20, 1960, p.18-A) Appl. author: J. Walter Thompson Co. © 20Jul60; KK154087.

Build sales with Schlitz displays tailored to your store. New check-out cart & 5 other displays. (In Food promotions, Nov. 1960, p.15) Appl. author: J. Walter Thompson Co. © 27Nov60; KK155817.

Easy way to boost your check average. (In American restaurant magazine, June 15, 1960, p.16) Appl. author: J. Walter Thompson Co. © 13Jun60; KK152851.

5 more weeks of profit with good living go-togethers. (In Bar management, Aug. 1960, p.2) Appl. author: J. Walter Thompson Co. © 15Aug60; KK153685.

For the holiday toast, make the move that makes the difference. (In Chicago daily tribune, Dec. 7, 1960, pt.3, p.1) Appl. author: J. Walter Thompson Co. © 7Dec60; KK155815.

For the holidays have fun, have Schlitz. (In Badger lutheran, Milwaukee, Dec. 8, 1960, p.4) Appl. author: J. Walter Thompson Co. © 8Dec60; KK155820.

From Schlitz, a multi-million dollar tie-in promotion to build your total volume and profit; good living go-togethers. (In Bar management, June 1960, p.6-7) Appl. author: J. Walter Thompson Co. © 15Jun60; KK152780.

Full 12 ounces, new low price; new, Schlitz handy compact bottle. (In Columbus evening dispatch, Dec. 6, 1960, p.23A) Appl. author: J. Walter Thompson Co. © 6Dec60; KK155814.

Get to know Little Joe Schlitz, Schlitz 7 oz. bottle. (In The Evening sun, Baltimore, Nov. 9, 1960, p.28) Appl. author: J. Walter Thompson Co. © 9Nov60; KK155812.

Good living go-togethers. [Beer, ham, bread, cheese, pretzels, lettuce, pop corn; poster] Appl. author: J. Walter Thompson Co. © 1Jul60; KK153432.

Good living go-togethers. Schlitz goes well with food like joy with good living. (In Florida food and grocery news, July 1960, p.19) Appl. author: J. Walter Thompson Co. © 1Jul60; KK152779.

Good living go-togethers. Schlitz goes with good food like joy with good living. (In Chicago daily tribune, July 14, 1960, pt.1, p.17) Appl. author: J. Walter Thompson Co. © 14Jul60; KK152784.

Good living go-togethers. Schlitz goes with good food like joy with good living. (In Look, July 19, 1960, p.6-7) Appl. author: J. Walter Thompson Co. © 5Jul60; KK152778.

Greetings from Schlitz, the beer that made Milwaukee famous. (In Look, Dec. 20, 1960, p.34) Appl. author: J. Walter Thompson Co. © 6Dec60; KK155818.

Make the move that makes the difference; for weekend entertaining, buy Schlitz by the case. (In Chicago daily tribune, Nov. 23, 1960, pt.1, p.12) Appl. author: J. Walter Thompson Co. © 23Nov60; KK155813.

Make the move that makes the difference, take home Schlitz ice cold. (In Chicago daily tribune, Nov. 9, 1960, pt.3, p.24) Appl. author: J. Walter Thompson Co. © 9Nov60; KK154926.

Move up to Schlitz. [Blonde with pilsner glass of beer] (In Look, Sept. 27, 1960, p.82) Appl. author: J. Walter Thompson Co. © 13Sep60; KK154110.

Move up to Schlitz. [Man in armchair with puppy & pilsner glass of beer] (In The Saturday evening post, Oct. 22, 1960, p.5) Appl. author: J. Walter Thompson Co. © 11Oct60; KK154928.

Move up to Schlitz. [Man in dressing gown with sandwich & pilsner glass of beer] (In Look, Nov. 22, 1960, p.102) Appl. author: J. Walter Thompson Co. © 8Nov60; KK154927.

Now on draught Schlitz in Fresno. Best draw in the West. [Poster] Appl. author: J. Walter Thompson Co. © 1Aug60; KK153433.

Profit from Schlitz sales can help pay your monthly bills. (In American restaurant magazine, July 1, 1960, p.49) Appl. author: J. Walter Thompson Co. © 29Jun60; KK152783.

A profit making idea from Schlitz; first related selling promotion ever tailored to package store operation. Good living go-togethers. (In Package store management, June 1960, p.18-19) Appl. author: J. Walter Thompson Co. © 15Jun60; KK152782.

SCHLITZ (JOSEPH) BREWING CO.-Con.
Your best drawing card. (In Bar management, July 1960, p.13) Appl. author: J. Walter Thompson Co. © 15Jul60; KK152781.

SCHLUMBOHM, PETER.
Coffeemaker. SEE Chemex Corp.
Newsletter no.15. SEE Chemex Corp.
Newsletter no.16. SEE Chemex Corp.
Prospectus. SEE Chemex Corp.
Coffeemaker.

SCHMID (JULIUS) INC. ©
Directions for the use of Ramses vaginal jelly. © 28Nov60; KK155225.
Spermatozoa - alive, immobilized, dead. Unique action of Immolin vaginal cream-jel. © 15Aug60; KK154824.
Spermatozoa - alive in seminal fluid, immobilized at the edge of the Immolin matrix, dead inside the Immolin matrix. NM: "additional text." © 17Oct60; KK154825.

SCHONBRUNN (S. A.) & CO., INC. ©
Q.: What's the one coffee fit for a king and his queen? Savarin. (In The Knickerbocker news, May 12, 1960, p.10-A) Appl. author: Foote, Cone & Belding. © 12May60; KK152551.

SCIENCE MATERIALS CENTER, INC. ©
Whirling Worlds, dimensional mobile of the solar system. No.0524. © 10Sep60; KK154775.

SCIENTIFIC LUBRICANTS CO. ©
Solve your toughest lubrication problems. Just add Motor Mica anti-friction compound to your heavy oils and greases. (Bulletin 32) Appl. author: Grace J. Gill. © 1Aug60; KK153065.

SCOLDING LOCKS CORP. ©
New easy way to make beauty pay off. Scolding Locks brings you a bob pin all your own; Salon Set. (In Modern beauty shop, Sept. 1960, p.56-57) Appl. author: C. Van Housen. © 25Aug60; KK154264.

SCOT-TUSSIN PHARMACAL CO., INC. ©
Scot-Tussin, striving for perfection; ethical specialists. © 1May60; KK153657.

SCOTT PETERSEN, CHICAGO.
Roll out the grill, invite the neighbors; it's time for a Scott Petersen wiener toast. Bologna & boiled ham. (In Chicago daily tribune, May 19, 1960, pt.3, p.9) Appl. author: John W. Shaw Advertising, Inc. © Scott Petersen, Chicago, a division of John Morrell & Co.; 19May60; KK153748.

SCOVILL MANUFACTURING CO. HAMILTON BEACH. SEE Hamilton Beach.

SCREEN GEMS, INC. ©
Donna Reed paper dolls. 5197. By Saalfeld Pub. Co. Authorized ed. © 20May60; KK153898.

SCUDDER FOOD PRODUCTS, INC. ©
From out of the West, Laura Scudder's big spud potato chips. © 16Jun60; KK153022.

SEAGRAM (JOSEPH E.) & SONS, INC. PHARMACRAFT LABORATORIES. SEE Pharmacraft Laboratories.

SEALY, INC. ©
Cost of living up, Sealy price unchanged; Sealy repeats greatest sale ever. Enchanted Nights mattress. (In Coronet, Aug. 1960, p.2 of cover) Appl. author: J. Walter Thompson Co. © 23Jun60; KK152764.

Exciting news about Sealy Posturepedic. Now quilted-with-foam for sheer luxury. BlankeTuck. (In Life, Sept. 5, 1960, p.59) Appl. author: J. Walter Thompson Co. © 1Sep60; KK154103.

New kind of bed adjusts automatically to the position you want. New Sealy Posturepedic conform-a-bed. (In House & garden, Oct. 1960, p.206) Appl. author: J. Walter Thompson Co. © 20Sep60; KK154106.

No morning backache for Mrs. Sanders; she sleeps on the Sealy Posturepedic. Mattress. (In Life, Sept. 26, 1960, p.85) Appl. author: J. Walter Thompson Co. © 22Sep60; KK154388.

No morning backache, they sleep on the Sealy Posturepedic. Endorsed by Mrs. Bert Gleckel & 2 others. (In Life, July 25, 1960, p.13) Appl. author: J. Walter Thompson Co. © 21Jul60; KK152762.

No morning backache, they sleep on the Sealy Posturepedic. Endorsed by Mrs. George M. Smith & 2 others. (In Life, June 27, 1960, p.21) Appl. author: J. Walter Thompson Co. © 23Jun60; KK152765.

No morning backache; they sleep on the Sealy Posturepedic. Endorsed by William A. Smith & 2 others. (In Life, Oct. 31, 1960, p.11) Appl. author: J. Walter Thompson Co. © 27Oct60; KK154930.

Now an expanded contract division to handle all your bedding needs. Posturepedic. (In Hotel world-review and hotel management, Sept. 19, 1960, p.17) Appl. author: J. Walter Thompson Co. © 12Sep60; KK154105.

Now Sealy custom fits you to luxurious bedding like this. Sealy health guard. (In House beautiful, Oct. 1960, p.148) Appl. author: J. Walter Thompson Co. © 20Sep60; KK154108.

Puts you in command for more comfort. New Sealy Posturepedic conform-a-bed. (In House & garden, Oct. 1960, p.207) Appl. author: J. Walter Thompson Co. © 20Sep60; KK154107.

SEARS, ROEBUCK & CO. ©
Beats heat; Allstate express cargo runs cooler. Tire. (In Fleet owner, Feb. 1960, p.34) © 25Jan60; KK153221.

Even a balloon holds air, but a tire needs tread; Allstate rugged lug & Allstate express cargo. (In Fleet owner, July 1960, p.39) © 25Jun60; KK155012.

Even on washboard roads, Allstate express cargo tires last longer. (In Fleet owner, Jan. 1960, p.34) © 4Jan60; KK153220.

For cleaner, sharper cuts; Craftsman Kromedge tap and die sets. (In Popular mechanics, Mar. 1960, p.255) © 1Mar60; KK153222.

Look what you can do this summer with Craftsman propane torch kit. (In Popular mechanics, June 1960, p.247) © 1Jun60; KK153223.

Machine washable, need no ironing; Sears finest Priscillas of Dacron, the beauty of frills with none of the fuss. (In Better homes & gardens, Apr. 1960, p.44) © 20Mar60; KK153224.

Payoff pattern every time with J. C. Higgins power star crimp. (In Sports afield, Sept. 1960, p.95) © 25Aug60; KK155013.

Save 25% at Sears on new Craftsman Karbo-Grit tools. Karbo-Grit rim cutting wheel, no.3008 & 7 other tools. (In Popular science, Sept. 1960, p.237) © 1Sep60; KK155014.

Sears cuts prices on Craftsman cutting tools. Molding cutter head & bits set & 4 other tools. (In Popular science, Sept. 1960, p.239) © 1Sep60; KK155015.

SECO CO., INC. ©
Color-coded Pic-A-Rack, new Seco dish handling system leaves half the weight with the dishwasher. Cup racks [& other items] © 1May60; KK153110.

Food serving equipment. Rack-Rite & other equipment. © 10Oct60; KK154051.

SENTRY LIFE INSURANCE CO. ©
A man has to think of the future. (In The Saturday evening post, Dec. 10, 1960, p.75) Appl. author: John Harpham. © 6Dec60; KK155461.

SERTA ASSOCIATES, INC. ©
Are you a victim of fatigue build-up? Invest in the Serta Perfect Sleeper mattress. (In Life, Sept. 19, 1960, p.127) Appl. author: Tatham-Laird, Inc. © 19Sep60; KK154595.

Are you a victim of fatigue build-up? Invest in the Serta Perfect Sleeper mattress. (In Life, Oct. 24, 1960, p.6) Appl. author: Tatham-Laird, Inc. © 24Oct60; KK154459.

SERVICE COMPOSITION. ©
Service composition; price list and descriptive matter. Appl. author: Walter Smith. © 18Nov60; KK155341.

SEVEN-UP CO. ©
Everywhere, parties; everywhere, fun; trot out the Seven-Up, everyone. (In Look, Dec. 20, 1960, p.64-65) Appl. author: J. Walter Thompson Co. © 6Dec60; KK155816.

However you do your rock-and-roll, you'll need the real thirst-quencher. (In Look, Oct. 11, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 27Sep60; KK154390.

No ifs-and-or butts, this is the quick, refreshing lift. (In Look, Nov. 8, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 25Oct60; KK154929.

Thirst goes thataway rightaway when you've got the real thirst-quencher. (In Life, July 4, 1960, p.93) Appl. author: J. Walter Thompson Co. © 30Jun60; KK152766.

To get him eating out of your hand add this fresh, clean taste; drink. (In Look, Sept. 13, 1960, p.3 of cover) Appl. author: J. Walter Thompson Co. © 30Aug60; KK154109.

To set the gourmet world on fire, mellow the highballs with Seven-Up. (In Sports illustrated, Nov. 7, 1960, p.48) Appl. author: J. Walter Thompson Co. © 4Nov60; KK155819.

Until someone invents a collins machine, the easiest collins is made with Seven-Up. (In Sports illustrated, July 18, 1960, p.45) Appl. author: J. Walter Thompson Co. © 15Jul60; KK152763.

Water's fine for fishing but a high-ball needs mellowing Seven-Up. (In Sports illustrated, Sept. 5, 1960, p.31) Appl. author: J. Walter Thompson Co. © 2Sep60; KK154104.

When you're in funsville-by-the-sea, have the real thirst-quencher. (In Life, Aug. 1, 1960, p.66) Appl. author: J. Walter Thompson Co. © 28Jul60; KK153684.

SHARADAY CO. ©
Today is your birthday, we have a surprise for you. Birthday certificate. © 4Nov60; KK154805.

SHASTA WATER CO. ©
Cherry cola. Net contents 10 fluid ounces. Appl. author: Blair J. Collett; Hoefler, Dieterich & Brown, Inc. © 6Jul60; KK154451.

SHELL OIL CO. ©

Celebrated cow makes leap to moon.
The Borden Company. (In Business
week, July 16, 1960, p.3 of cover)
Appl. author: J. Walter Thompson Co.
© 15Jul60; KK153088.

A fireman in every drop. U. S.
Bureau of Mines ... fire-resistant
hydraulic fluid. (In Business week,
Oct. 8, 1960, p.3 of cover) Appl.
author: J. Walter Thompson Co.
© 7Oct60; KK155353.

Keeping Independence on the move.
U. S. S. Independence. (In Business
week, Sept. 10, 1960, p.3 of cover)
Appl. author: J. Walter Thompson Co.
© 9Sep60; KK154272.

They found the better way. McGraw-
Edison. (In Business week, Aug. 13,
1960, p.3 of cover) Appl. author:
J. Walter Thompson Co. © 12Aug60;
KK154271.

SHENANDOAH CANDY CO., INC. ©

Apple taffy sticks. Net wt. 8 oz.
Appl. author: Stecher-Traung Litho-
graph Corp. © 15Jul60; KK154672.

SHERMAN (WALTER M.) & CO. ©

Elementary, my dear, we've found the
clue. Big Plus. Ideal family loaf
enriched bread. Appl. author:
Walter M. Sherman. © 12Sep60;
KK153825.

Get health wealthy with Mr. Rich,
the richest bread in town.
Appl. author: Walter M. Sherman.
© 28Jul60; KK152746.

Hot news for all hungry people. Now
with the Big Plus; Bunny white
enriched bread. Appl. author:
Walter M. Sherman. © 12Sep60;
KK153827.

Reach, ma'am, for the bread big on
value. Big Plus. Bunny white
enriched bread. Appl. author:
Walter M. Sherman. © 12Sep60;
KK153826.

Thanks to you, Mrs. Housewife, Mr. Rich,
the richest bread in town, is here
to stay. Appl. author: Walter M.
Sherman. © 13Jul60; KK152499.

Treasure ho. I'd walk the plank for
Keystone; bread. Appl. author:
Walter M. Sherman. © 12Sep60;
KK154102.

SHERWATT EQUIPMENT & MANUFACTURING CO.,
INC. ©

Screen packs; Pak-Screens. (In Modern
plastics encyclopedia 1960, p.1025)
© 26Sep60; KK155417.

SHIRTONE CO.

Tyon, the built-in necktie. © Carl M.
Chambon d.b.a. Shirtone Co.;
12Sep60; KK153810.

SHOW-HOUSE.

Best in the House. Luminall paints &
other products. No.89. (In Good
housekeeping, Sept. 1960, p.44-45)
© Show-House, a copartnership com-
posed of Jule R. Von Sternberg &
Charles H. Albin; 18Aug60; KK153761.

Especially recommended. Flexalum
& 3 other homemaking aids. 90.
(In House beautiful, Oct. 1960,
p.64-65) © Show-House, a copartner-
ship composed of Jule R. Von Stern-
berg & Charles H. Albin; 20Sep60;
KK154416.

SHULTON, INC. ©

Desert Flower Beauty Bath transforms
the driest skin to petal softness.
(In Harper's bazaar, Oct. 1960)
© 10Oct60; KK154426.

Old Spice smooth shave and a new
super-sharp blade out-performs every
other shaving method. Mentholated
or regular. (In The Saturday eve-
ning post, Aug. 6, 1960, p.62)
© 6Aug60; KK153355.

SHWAYDER BROS., INC. FOLDING FURNITURE
DIVISION. ©

Lowest price ever for a tube-steel
folding table, new Samsonite Monarch,
only \$8.95. Matching chair, only
\$7.95. (In The Saturday evening
post, Sept. 5, 1959, p.108)
© 5Sep59; KK152806.

SHWAYDER BROS., INC. LUGGAGE DIVISION.

Samsonite Streamlite luxury luggage,
beautiful buy; two-piece sets.
(In Look, Feb. 17, 1959, p.39)
© Shwayder Bros., Inc. (in notice:
Shwayder Bros., Inc., Luggage Div.);
17Feb59; KK152281.

SIEGLER CORP. HALLAMORE ELECTRONICS
DIVISION. SEE Hallamore Electronics.

SIMMONS CO. ©

The temptation of Beautyrest. Kim
Novak rests between scenes of Stran-
gers when we meet. Mattresses. (In
Life, June 6, 1960, p.116) Appl.
author: Young & Rubicam, Inc.
© 2Jun60; KK153790.

The temptation of Beautyrest, another
story about the kind of comfort
that's kind to your back. Mattress.
[Furniture mover asleep on single
bed] (In The Saturday evening
post, Sept. 17, 1960, p.69) Appl.
author: Young & Rubicam, Inc.
© 13Sep60; KK154969.

The temptation of Beautyrest, another
story about the kind of comfort
that's kind to your back. Mattress.
[Woman shopper reclining on bed]
(In McCall's, Nov. 1960, p.36)
Appl. author: Young & Rubicam, Inc.
© 21Oct60; KK154970.

The temptation of Beautyrest, another
story about the kind of comfort
that's kind to your back; mattresses.
(In Life, July 25, 1960, p.33) Appl.
author: Young & Rubicam, Inc.
© 21Jul60; KK153861.

SIMONIZ CO. ©

Wax, O, the car wash that really waxes,
too. Net contents one pint.
© 18May60; KK155837.

SIMPLICITY PATTERN CO., INC. ©

All-in-one wardrobe. 3760. Poster.
© 1Nov60; KK155031.

As seen in Modern Miss, Simplicity's
magazine for home economics students.
3600. (Large poster) © 1Aug60;
KK153531.

The blackboard set votes for Tyrolean
styles. 3565; 3603; 3612; 3571.
(Double poster) © 1Jul60; KK152678.

Brilliance for the holidays. 3640;
3662; 3628. (Double poster)
© 1Sep60; KK154257.

Gulottes on the go. 3637. (Large
poster) © 1Aug60; KK153530.

It's party time. 3741. Poster.
© 1Nov60; KK155032.

The little black dress goes every
where. 3593; 3717; 3619; 3708.
Poster. © 1Nov60; KK155033.

Merry Christmas with love. 3600;
3623; 3547; 3647; 3681; 3661;
3703; 3725; 3700; 3694; 3704.
Poster. © 1Oct60; KK154543.

One pattern, three tops. 3698.
(Large poster) © 1Sep60; KK154255.

Printed patterns. 3608; 3584.
(Chain store poster) © 1Jul60;
KK152675.

Printed patterns. 3660; 3637.
(Chain store poster) © 1Aug60;
KK153528.

Printed patterns. 3665; 3690.
(Chain store poster) © 1Sep60;
KK154254.

Printed patterns. 3700; 3702.
(Chain store poster) © 1Oct60;
KK154541.

Printed patterns. 3748; 3769. (Chain
store poster) © 1Nov60; KK155030.

Printed patterns. 3792; 3800. (Chain
store poster) © 1Dec60; KK155723.

The proportioned shirtdress. 3580.
(Large poster) © 1Jul60; KK152679.

Simple-to-make 1-yard skirt wonders;
sew each from 1 major pattern piece.
3586. (Double poster) © 1Jul60;
KK152676.

Simplicity. 3542. (Large poster)
© 1Jun60; KK152553.

Simplicity. 3587. (Large poster)
© 1Aug60; KK153529.

Simplicity. 3607. (Large poster)
© 1Jul60; KK152677.

Simplicity. 3665; 3707. Poster.
© 1Oct60; KK154540.

Simplicity pattern magazine, the
biggest, brightest fashion show
ever put between covers. 3589.
(Large poster) © 1Aug60; KK153656.

Spotlight on glamour. 3546. (Large
poster) © 1Sep60; KK154256.

Step into spring. 3815. Poster.
© 1Dec60; KK155725.

Step into spring in our proportioned
suit. 3784. Poster. © 1Dec60;
KK155724.

Step into spring, in soft silhouettes,
clear, clear colors. 3783; 3791;
3797; 3797. Poster. © 1Dec60;
KK155726.

We love Christmas. 3669; 3690; 3701.
Poster. © 1Oct60; KK154542.

SINGER MANUFACTURING CO. ©

American Dearborn blindstitch machines;
class 70. (Form 1313 (1159))
© 8Jan60 (in notice: 1959); KK152881.

Better lighting for better sewing;
new, Singer light fixture. (Form
no.1312MT (260)) © 4Mar60;
KK152883.

Fast, secure button attaching with
new Singer 269w5 and 269w17 lock-
stitch button sewing machines.
(Form no.1311MT (1060) rev.)
© 4Nov60; KK155686.

For greater operator comfort, greater
operator output, new, Singer opera-
tor's chair. (Form no.1320MT (460))
© 9May60; KK152886.

For lockstitching leather, the new
Singer 212w146 high speed two
needle lockstitch machine. (Form
no.1279MT (460)) © 5Aug60;
KK155681.

For that plus in quality, production
efficiency, Singer machines for
men's sack and sport coats.
251-12 machine & other machines.
(Form no.1315MT (660)) © 5Jul60;
KK155684.

A great sewing machine combines with
great attachments; 451KSV21, Man-Sew
overedge attachment. (Form no.
1277MT (560) rev.) © 3Jun60 (in
notice: 1958); KK152884.

High speed trimming and stitching in
one operation; the new, Singer
251-15. (Form no.1309MT (1259))
© 8Jan60 (in notice: 1959); KK152885.

Modern machines need modern drives;
choose from a complete line of
Singer tables and driving equipment.
(Form no.3373MT (960)) © 4Nov60;
KK155687.

New Singer 107w53 machine, single
needle zig zag lockstitch.
(Form no.1323MT (560)) © 5Jul60;
KK155680.

New Singer 246sv12; latest in the
great Singer line of overedgers.
(Form no.1335MT (1060)) © 3Nov60;
KK155683.

SINGER MANUFACTURING CO.-Con.

New, Singer work handling equipment. (Form no.1289MT (160)) © 1Feb60; KK152880.

Now, better than ever, improved Shankemat with speedial button-size adjuster. (Shankemat button feeder) (Form no.1314MT (160)) © 1Feb60; KK152879.

111Q156 machine; single needle lock-stitch, compound feed, alternating pressers and reverse feed. (Form no.1303MT (1159)) © 8Jan60 (in notice: 1959); KK152882.

Put them all together, they mean profits; Singer machines for men's trousers and slacks. 251-12 machine & other machines. (Form no. 1321MT (760)) © 5Aug60; KK155685.

Single pedal robot mechanical clamp lifter; 269W class machine. (Form 3369MT (760)) © 10Sep60; KK155679.

Top speed, top efficiency, top quality stitching for single needle operations on shoes and leather products; 211w146. (Form no.1319MT (460)) © 5Aug60; KK155682.

SKAGGS-WALSH, INC. ©

Skaggs-Walsh leads the way into an entirely new era in oil heating comfort. Jet-Age Oil Heat Booster; additive. © 1Aug60; KK153072.

SLUTSKY, EMANUEL. SEE Active Screw & Manufacturing Co.

SMETHPORT SPECIALTY CO. ©

Magnetic alphabet & number set; educational toy. All ages. (Model no.62) © 16Aug60; KK153317.

SMITH (A. O.) CORP. ©

Don't limit yourself to one-crop storage when Harvestore stores both grain and forage. (Bulletin MH-114) Appl. author: Cramer-Krasselt Co. © 25Oct60; KK155335.

The new A. O. Smith all steel Granustore; for low-cost oxygen-free sealed storage of high moisture corn and grain. (Bulletin no.0R-100) Appl. author: Cramer-Krasselt Co. © 25Aug60; KK155336.

SMITH (GILMAN B.) CO., INC. ©

Blue denim Iron-On patches. Regular 75¢ value; 6 patches, 59¢. No.690. © 18Jul60; KK152924.

Iron-On corduroy patches; one pair. No.680. © 18Jul60; KK152925.

Iron-on mending patches. No.100, assorted light colors. 12 twill patches. © 5Jul60; KK152317.

Iron-On patching cloth; jumbo size for all big repairs. No.900. © 18Jul60; KK152926.

Iron-on sock patches. No.270. 50 patches and darning disc. © 5Jul60; KK152316.

Iron-On trouser pockets. One pair, 29¢. No.593. © 18Jul60; KK152927.

Knitted iron-on mending patches. No.285. 12 patches, 2" x 3". © 5Jul60; KK152315.

Men's replacement trouser pocket. One side pocket, 29¢. No.529. © 18Jul60; KK152929.

Self-Stik felt cushions; 39¢. No.233. © 18Jul60; KK152928.

SMITH, MAYNARD S. SEE Salutaris Mineral Springs Co.

SMITH-CORONA MARCHANT, INC. ©

Imagine! Electric handwriting. Electric portable. (In The Atlanta Journal and constitution magazine, Sept. 11, 1960, p.37) Appl. author: Cunningham & Walsh, Inc. © 11Sep60; KK153922.

SNID. ©

Sid the snid; Sid's a grimlet ... a ball of fur, a snid named Sidney. (In Playboy, Oct. 1960, p.129) Appl. author: Honig-Cooper & Harrington. © 22Sep60; KK154800.

SNIDER, WALTER J. SEE Wirthmoor Advertising Co.

SNOW CONSTRUCTION CO., INC. ©

Speedball McGee. A man about town was Speedball McGee, a cowpoke by day, but his evenings were free. Hoffman City Snow homes. Signed: J. McCarthy; Rex Baker. (In Albuquerque Journal, May 1, 1960, p.E-3) © 1May60; KK153712.

Speedball McGee. Albuquerque Sue ran the Short Branch saloon. Hoffman City Snow homes. Signed: J. McCarthy; Rex Baker. (In Albuquerque Journal, May 8, 1960, E-2) © 8May60; KK153713.

Speedball McGee; Speedball McGee made his home in a tent. Hoffman City Snow homes. Verses: John H. McCarthy; art: Rex Baker. (In Albuquerque Journal, Sept. 4, 1960, p.C-4) © 4Sep60; KK155500.

Speedball McGee; Speedball McGee was the scourge of the West. Hoffman City Snow homes. Verses: John H. McCarthy; art work: Rex Baker. (In Albuquerque Journal, Sept. 11, 1960, p.E-6) © 11Sep60; KK155499.

Speedball McGee. 'Twas a warm summer evenin', the sunset was pretty, when the stranger rode into the new Hoffman City. Homes. Signed: J. McCarthy; Rex Baker. (In Albuquerque Journal, Apr. 24, 1960, p.E-2) © 24Apr60; KK153711.

SNYDER, C. W. ©

Well-o-lite. © 5Oct60; KK155587.

SNYDER, RICHARD.

One day at the zoo. Story and photographs by Dick Snyder (Richard Snyder) Jacket illus. © Dick Snyder; 15Sep60; KK154584.

SOPHIE MAE CANDY CORP. ©

Sugar toasted peanuts. Net wt. 12 ozs. NM: revisions. © 6Jul60; KK153513.

SOUTHERN BAKERIES CO. ©

Taste Washington's finest, the bread we bake like cake. (In The Washington post, May 5, 1960, p.C26) Appl. author: J. E. B. Shi. © 5May60; KK152604.

SOUTHERN BAKERIES CO. CHIDLOW'S HEALTH BREADS. SEE Chidlow's Health Breads.

SOUTHERN ENVELOPE MANUFACTURERS. SEE Aeco-Sem.

SOUTHERN HOMES, INC. ©

It's new; we know you will appreciate ... the efficient, new Dayton shell series by Southern Homes, Inc. 24 x 44 house. © 10Oct60; KK155408.

SOUTHLAND COFFEE CO. ©

Get perk-olated flavor in Bailey's Supreme instant coffee. Regular. (In Georgia daily Journal, Sept. 25, 1960, p.2) © 25Sep60; KK154458.

SOUTHWEST MOTOR CLUB, FORT WORTH, TEX.

Dr. Able knows the symptoms and here is what Dr. Able prescribes. AAA world-wide travel services. Appl. author: Paul W. Curtis. © Southwest Motor Club; 1May60; KK153588.

SOUTHWEST SPECIALTY, INC. ©

Mex-jump-bean, the game that's played with genuine imported Mexican jumping beans. Appl. author: Sidney T. Strain, Jr. © 1Aug60; KK153959.

SPACE TOYS, INC. ©

Magic circle Swing-A-Roo, ring manipulation game. Appl. author: Jerome H. Lemelson. NM: revision. © 1Jun59; KK155401.

TV Swing-A-Roo, you can do it without, even shaking a hip. Appl. author: Jerome H. Lemelson. © 15Nov58; KK155840.

SPALDING (A. G.) & BROS. ©

New Distance Dot with polymiracle cover. No.11-127. One dozen. © 1Jul60; KK152324.

SPAULDING BAKERIES, INC. ©

Mission bread. 14 oz. net wt. Appl. author: Fabricon Products Co. © 17Jun60; KK152278.

SPENCER GIFTS, INC. ©

Sales, 10% off on every item in this catalog. © 25Apr60; KK155053.

Spencer gifts. Catalog. © 7Mar60; KK155052.

SPERRY & HUTCHINSON CO. ©

Announcing the new S. & H. green stamp ideabook. Dorothy Draper. (In Life, May 16, 1960, p.66-67) © 12May60; KK152525.

At Christmas and all year through, I'm dollars ahead with S. & H. green stamps. Endorsed by Nancy M. Kirk. (In Good housekeeping, Dec. 1959, p.52-53) © 19Nov59; KK152529.

At Christmas and all year through I'm dollars ahead with S. & H. green stamps. Endorsed by Nancy M. Kirk. (In Life, Nov. 23, 1959, p.80-81) © 19Nov59; KK152609.

I always bring home the best with S. & H. green stamps, says Mrs. Charles H. May. (In Life, Oct. 24, 1960, p.131) © 20Oct60; KK155247.

I always bring home the best with S. & H. green stamps, says Mrs. Christian R. Kennell. (In Life, Oct. 24, 1960, p.131) © 20Oct60; KK155246.

I always bring home the best with S. & H. green stamps, says Mrs. Harry Harp. (In Life, Oct. 24, 1960, p.131) © 20Oct60; KK155248.

I'm dollars ahead, thanks to S. & H. green stamps, says Mrs. Joseph A. Lilly. (In Life, Mar. 21, 1960, p.41) © 17Mar60; KK152556.

I'm dollars ahead, thanks to S. & H. green stamps, says Mrs. Lewis B. Crowell. (In Life, Jan. 25, 1960, p.99) © 21Jan60; KK152555.

I'm dollars ahead, thanks to S. & H. green stamps, says Mrs. Robert Gielow. (In Life, Apr. 25, 1960, p.132) © 21Apr60; KK152558.

I'm dollars ahead, thanks to S. & H. green stamps, says Mrs. Thomas A. Watson. (In Life, Feb. 15, 1960, p.93) © 11Feb60; KK152557.

Merry Christmas in September, that's what this sign means to me. S. & H. green stamps. (In Life, Sept. 19, 1960, p.17) © 15Sep60; KK153682.

Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Beauregard Avery Bassich. (In Life, Sept. 28, 1959, p.83) © 24Sep59; KK152521.

Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. David Burke Kibler. (In Good-housekeeping, Sept. 1959, p.41) © 20Aug59; KK152610.

Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. David Burke Kibler. (In Life, July 27, 1959, p.91) © 23Jul59; KK152517.

- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Donald L. Forke. (In Life, Aug. 31, 1959, p.49) NM: additions. © 27Aug59; KK152607.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Elliott J. Roschuni. (In Life, Aug. 31, 1959, p.49) NM: additions. © 27Aug59; KK152514.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Frederick Cork. (In Life, May 25, 1959, p.76) © 21May59; KK152605.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. H. Rex Harlan. (In Life, July 27, 1959, p.91) NM: additions. © 23Jul59; KK152518.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. J. Burton Le Blanc. (In Life, Aug. 31, 1959, p.49) © 27Aug59; KK152606.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. John R. McEvoy. (In Life, Oct. 26, 1959, p.84) NM: additions. © 22Oct59; KK152520.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. John W. Powell. (In Life, June 29, 1959, p.42) NM: additions. © 25Jun59; KK152516.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Lyle Wilson, Pittsburgh housewife. (In Life, May 25, 1959, p.76) NM: additions. © 21May59; KK152704.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Neal T. O'Rourke. (In Life, Sept. 28, 1959, p.83) NM: additions. © 24Sep59; KK152522.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Paul Corbridge. (In Life, Oct. 26, 1959, p.84) © 22Oct59; KK152523.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Robert Eardley. (In Good housekeeping, Aug. 1959, p.133) © 21Jul59; KK152528.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Robert Eardley. (In Life, June 29, 1959, p.42) © 25Jun59; KK152515.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Robert Willis. (In Life, Oct. 26, 1959, p.84) NM: additions. © 22Oct59; KK152524.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Stanley E. Walker. (In Life, July 27, 1959, p.91) NM: additions. © 23Jul59; KK152519.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. Thomas J. Sharkey. (In Life, Sept. 28, 1959, p.83) NM: additions. © 24Sep59; KK152608.
- Over 27,000,000 smart, thrifty women agree S. & H. green stamp savers come out dollars ahead. Endorsed by Mrs. William A. Bennington. (In Good housekeeping, July 1959, p.37) © 18Jun59; KK152527.
- U. S. Government report shows why S. & H. green stamp savers can come out dollars ahead. Endorsed by Mrs. Warren A. Couch, Jr. (In Good housekeeping, June 1959, p.150) © 19May59; KK152526.
- U. S. Government report shows why S. & H. green stamp savers can come out dollars ahead. Endorsed by Mrs. Warren A. Couch, Jr. (In Life, Apr. 27, 1959, p.95) © 23Apr59; KK152513.
- SPIC & SPAN DRY CLEANERS.
Fresh up, dress up, save up to 1/2 on the finest dry cleaning. (In The Milwaukee Journal, May 2, 1960, p.6) © Spic & Span Dry Cleaners (in notice: Spic & Span); 2May60; KK152935.
Join the big swing to Spic & Span. (In The Milwaukee Journal, June 13, 1960, p.4) © Spic & Span Dry Cleaners (in notice: Spic & Span); 13Jun60; KK152937.
Look fresh, feel fresh; biggest savings in 20 summers. (In The Milwaukee Journal, June 27, 1960, p.6) © Spic & Span Dry Cleaners (in notice: Spic & Span); 27Jun60; KK152936.
- SQUIRT CO. ©
Family fun starts with Squirt, the drink with the happy taste. (In Better homes & gardens, June 1960, p.98-99) © 10May60; KK155829.
Happy-up your trip to ABCB Convention with a visit to the Squirt folks in booth 907; the drink with the happy taste. (In Bottling industry, Nov. 1, 1960, p.41) © 1Nov60; KK155610.
It's summertime, cook-out time, and a happy time for Squirt bottlers everywhere. (In Bottling industry, May 17, 1960, p.24) © 17May60; KK154365.
Strike while it's hot, team up with Squirt for bigger-than-ever-summer sales; the drink with the happy taste. (In Mid-continent bottler, Aug. 1960, p.45) © 1Aug60; KK154374.
- STAMPER (F. M.) CO. BANQUET CANNING CO.
SEE Banquet Canning Co.
- STANDARD ELECTRONICS, INC. ALVARADIO INDUSTRIES. SEE Alvaradio Industries.
- STANLEY HOME PRODUCTS, INC. ©
Want to trade spare time for a mink coat like this? Hostess parties. Stanhome. (In Ladies' home journal, Sept. 1960, p.40) © 26Aug60; KK153523.
Would you like this 5-piece kitchen utility set as a gift? Hostess parties. Stanhome. (In Good housekeeping, Aug. 1960, p.42) © 26Jul60; KK152775.
- STANTHONY CORP. ©
Get aboard the Stanthony holiday special to exotic Hawaii or exciting Las Vegas. Ventilating hoods; Electric char-broilers. ST 15-7. Appl. author: E. V. Bogert. © 1Aug60; KK153097.
Mel-O-Air Special, ventilating hood. The builder's answer to low cost quality ventilation. (Form no. ST 1-23) Appl. author: E. V. Bogert. © 19Jul60; KK152987.
An outstanding value; Mel-O-Air ventilating hoods. Appl. author: E. V. Bogert. NM: additions. © 15Aug60; KK153413.
- STAPLEX CO. ©
Save time, money, effort with a Staplex automatic electric stapler. (In ODR reproductions review, Nov. 1959, p.83) Appl. author: Lee Keeler, Inc. © 1Nov59; KK155249.
- STAR-KIST FOODS, INC. ©
The best catch I ever made; tuna. (In Life, Aug. 29, 1960, p.66) Appl. author: Leo Burnett Co., Inc. © 25Aug60; KK153515.
Captain's table quality; chunk light tuna. Captain's cabin. (In Life, July 4, 1960, p.72) Appl. author: Leo Burnett Co., Inc. © 30Jun60; KK152341.
Fit for a pirate king; chunk light tuna. Pirate's pie. (In Life, Oct. 24, 1960, p.104) Appl. author: Leo Burnett Co., Inc. © 20Oct60; KK155340.
Frozen rock lobster newburg. Net wt. 7 oz. © 20Dec59; KK155112.
Frozen tuna casserole. Net wt. 7 oz. © 30Jan60 (in notice: 1959); KK155111.
Frozen tuna pie. Net wt. 8 oz. © 30Nov59; KK154826.
Langostinos, individually flash frozen Chilean lobster tails. Net contents 7 oz. avoir. © 30Sep60; KK155113.
New Star-Kist tuna labels; look for the fisherman with the earring to be sure of the tuna with captain's table quality. (In Ladies' home journal, Feb. 1959, p.181) Appl. author: Leo Burnett Co., Inc. © 29Jan59; KK152435.
The real good meat from the sea; chunk light tuna. Meat block. (In Life, Aug. 1, 1960, p.22) Appl. author: Leo Burnett Co., Inc. © 28Jul60; KK152807.
The real good meat from the sea; chunk light tuna. White cap salad. (In Life, July 18, 1960, p.58) Appl. author: Leo Burnett Co., Inc. © 14Jul60; KK152808.
Star-Kist tuna, the real good meat from the sea. Seafarer's supper. (In Life, Aug. 15, 1960, p.87) Appl. author: Leo Burnett Co., Inc. © 11Aug60; KK153542.
- STAR-KIST FOODS, INC. SEE French Sardine Co.
- STATE NATIONAL BANK OF EL PASO (TEX.)
Bank light, bank bright, first bank I see at night. (In The El Paso herald-post, May 9, 1960, p.15) Appl. author: Sidney T. Strain, Jr. © State National Bank of El Paso; 9May60; KK153952.
It's great to have free parking at the State National of course. (In The El Paso times, May 22, 1960, comic section) Appl. author: Sidney T. Strain, Jr. © State National Bank of El Paso; 22May60; KK153955.
Let's be friends. (In The El Paso times, May 15, 1960, comic section) Appl. author: Sidney T. Strain, Jr. © State National Bank of El Paso; 15May60; KK153953.
- STAUFFER LABORATORIES, INC. ©
\$ financial security in a profitable business of your own. Home reducing plan. © 15Aug60; KK153643.
Lose or pay nothing. Guarantee. Home reducing plan. © 13Jul60; KK152888.
Me? Home reducing plan. © 1Sep60; KK153642.
An opportunity to own your own Stauffer Studio; world famous slenderizing. Stauffer Home Plan. SHP-859. © 22Jun60; KK152912.
Uh, uh, S-O-T-S-H-P. Stay on the Stauffer home plan. Home reducing plan. © 15Jul60; KK152887.
Why weight? Home reducing plan. © 23Sep60; KK155300.

STEVENSON, ROBERT E. LEE. ©
General Lee presents the Rebel Riders,
your favorite dance music.
© 25Aug60; KK153541.

STRATHMORE PRODUCTS, INC. ©
Glisten; non-inflammable all-purpose
cleaner. Net cont. 16 fl. ozs.
© 23May60; KK152454.

STRIETMANN BISCUIT CO. SEE United
Biscuit Co. of America.

STUART (MATTHEW) & CO., INC. ©
Phono Trix portable all transistor
tape recorder. Mark III & other
recorders & accessories. © 6Jul60;
KK153535.
Tape it anywhere with Phono Trix
portable all transistor tape record-
er. Mark III & other recorders &
accessories. © 6Jul60; KK153534.

STUART MANUFACTURING CO. ©
Chemical wonders science set; fun in
the exciting world of science. SS-2.
© 5Apr60; KK152342.

STUDEBAKER-PACKARD CORP. ©
Performability; you have to drive the
Lark to believe it. Lark Cruiser.
Endorsed by Jim Stivers. (In Life,
Nov. 28, 1960, p.103) Appl. author:
Thomas Carpenter. © 28Nov60;
KK155677.

Performability; you have to drive the
Lark to believe it. '61 Lark 4-door
Regal wagon. Endorsed by James
McCormick. (In The Saturday evening
post, Nov. 19, 1960, p.18) Appl.
author: Thomas Carpenter. © 19Nov60;
KK155676.

Studebaker announces the '61 Lark
with performability; car. (In The
Saturday evening post, Oct. 15,
1960, p.80-81) Appl. author: Thomas
Carpenter. © 15Oct60; KK154418.

SUGAR BUSH SUPPLIES CO.
Water Wonderland pure maple syrup.
Contents one quart. © Robert B.
Huxtable d.b.a. Sugar Bush Supplies
Co.; 2Nov60; KK155870.

SUMMIT LABORATORIES.
HairStrate authorized technician.
This is to certify that _____ is
duly qualified and authorized to
administer ... the HairStrate perma-
nent. © HairStrate, Inc. d.b.a.
Summit Laboratories; 4May59;
KK152644.

SUN ELECTRIC CORP. ©
Expert engine service with satisfaction
guaranteed where you see this sign.
(In The Saturday evening post,
July 2, 1960, p.4) Appl. author:
Hanson & Stevens, Inc. © 29Jun60;
KK154068.
Satisfaction guaranteed; expert engine
service. (In Popular mechanics,
Sept. 1960, p.243) Appl. author:
Hanson & Stevens, Inc. © 29Aug60;
KK154070.

SUN-MAID RAISIN GROWERS OF CALIFORNIA. ©
Seedless nectars raisins. Rice 'n
raisin Betty; recipes. Net weight
15 oz. NM: "rice 'n raisin Betty
recipe & representation of dessert."
© 28Sep60; KK154344.

SUNBEAM CORP. ©
The best toast and coffee are made
with Sunbeam; automatic percolator
and toaster. (In Good housekeeping,
June 1960, p.10-11) © 19May60;
KK152512.

Just one finger does it, automatically;
new Sunbeam automatic electric can
opener. (In Look, Feb. 16, 1960,
p.4) © 2Feb60; KK154935.

SUNBEAM LIGHTING CO. ©
Centron 10 story. Consolidates up to
10 patient services into 1 compact
system. © 10Oct60; KK154834.

SUPER VACUUM MANUFACTURING CO., INC. ©
New four-blade design increases smoke
ejection by 21%; Plus 12 twin prop
is now standard. Appl. author:
Noble de Roni. © 10Sep60; KK154028

SUPERIOR CONCRETE ACCESSORIES, INC. ©
Superior accessories for concrete con-
struction. Standard 3M snap ties &
other concrete accessories. (Cata-
log 700) Appl. author: Lawrence H.
Umbach. NM: additions & revisions.
© 2May60; KK155282.

SUPERIOR ELECTRIC CO. ©
A do-it-yourself transformer; Flexi-
former. (Bulletin TP659-1)
© 26May60 (in notice: 1959);
KK155319.
First six months 1960 progress report.
SE-L76017. © 15Aug60; KK153326.
The H-C series Powerstat variable
transformers. Type 4HCBL00T-3Y;
type 2HC200T-3Y. (Bulletin P459HC-1)
© 12Jul60; KK153328.
Home lighting with Luxtrol light con-
trols. Type WBD200 & 3 other light
controls. SE-L6603. © 12Jul60;
KK153327.

Light as you like it, a new motion
picture that shows the light side of
decorating. SE-L76015. © 31Oct60;
KK154766.

The light side of decorating.
© 25Jun60; KK152639.

Luxtrol positioner controls for
finger-tip remote control of light-
ing. Type PC24WB & 6 other light
controls. SE-L10601. © 18Oct60;
KK154490.

Luxtrol positioner controls for fin-
ger-tip remote control of lighting.
Types PC24WB & PACM8. SE-L10601-1.
© 16Nov60; KK155746.

Powerstat variable transformers, the
new 10B series. Type 10B & others.
SE-L66012. (Bulletin P159-1)
© 28Sep60; KK154618.

Product guide. Powerstat variable
transformers & other electrical &
electronic equipment. SE-L 66030.
© 15Aug60; KK153325.

Varicell; adjustable A-C/D-C power
supply. Type V4050-3. SE-L66010.
(Bulletin V359-1) © 29Sep60;
KK154619.

SUPERIOR FARMS CREAMERY, INC. ©
Whip-ee brand whipped farm butter.
Net wt. 8 ozs. © 12Jul60; KK154031.

SUPERIOR PAPER BOX CO., INC. ©
Mr. Snowball, the snowman card holder.
Holds 100 cards. © 5May60; KK154197.

SUPERIOR PLASTICS, INC. ©
Giant American bull frog model kit.
Life-size human skull model & 2
other models. © 18Nov60; KK155579.
The Thinking Matter, life-size human
brain model fits the Thinking Man,
life-size human skull model.
© 21Sep60; KK154130.

The thinking matter, life-size human
brain model; fits the thinking man,
life-size human skull model.
No.5400 skeleton kit only with chart
& other models. © 21Sep60; KK154651.

SUPREME BAKERS. SEE United Biscuit Co.
of America.

SURGITUBE PRODUCTS CORP. ©
A new jet speed bandage for heads un-
der football helmets. Surgitube, a
twist and it fits. Appl. author:
Louis Hochman. © 5Oct60; KK154195.

Surgitube, super absorbent first-aid
dressings; a twist and it fits
A new jet speed bandage. Seamless
tubular gauze bandage. Wholesalers
price list, Sept. 1960. Appl. au-
thor: Louis Hochman. © 5Oct60;
KK154730.

Surgitube, the bandage of tomorrow;
a twist and it fits. Distributors
price list, Sept. 1960. Appl. au-
thor: Louis Hochman. © 5Oct60;
KK154729.

SUTHERLAND PAPER CO. ©
Midwest ice cream; chocolate. Half-
gallon liquid. (Vin.51-B,
no.70,001) © 29Mar57; KK155236.
Midwest ice cream; vanilla. Half-
gallon liquid. (Vin.50-B,
no.70,000) © 29Mar57; KK155237.
Superbrand ice cream; chocolate.
1/2 gallon liquid. NM: additions,
compilation. © 29May57; KK155240.
Superbrand ice cream; choc.-van.-
straw. (Superbrand Neapolitan ice
cream) 1/2 gallon liquid.
© 30Oct57; KK155238.
Superbrand ice cream; fudge ripple.
1/2 gallon liquid. © 29May57;
KK155239.
Superbrand ice cream; strawberry.
1/2 gallon liquid. NM: new material.
© 29May57; KK155235.
Superbrand ice cream; vanilla.
1/2 gallon liquid. NM: additions,
compilation. © 29May57; KK155241.

SWANN, J. R. SEE Redex.

SWEDEN FREEZER MANUFACTURING CO. ©
Soft-serv profit calculator.
© 19Aug60; KK154308.

SWITZERLAND OF OHIO VACATION ASSN. ©
Switzerland of Ohio; Monroe County.
Appl. author: R. L. Rainey.
© 22Nov60; KK155245.

T

TA-WC. SEE Angostura-Wuppermann Corp.

TCKC. SEE Chun King Corp.

TFC CO. SEE Tennessee Fabricating Co.

TGS. SEE Trim Gourmet Specialties.

TJM. SEE Mahon (Thomas J.) Inc.

T.P. & M.C.I. SEE Platt & Munk Co., Inc.

T.P.C. SEE Pillsbury Co.

TRB CO. SEE Timken Roller Bearing Co.

T.S.E.C. SEE Superior Electric Co.

TAIT MANUFACTURING CO. ©
New era of profit with Rapidayton jets
and submersibles. (In Water well
journal, Oct. 1960, p.7-9)
© 15Oct60; KK155200.

TALMAN FEDERAL SAVINGS & LOAN ASSN. OF
CHICAGO. ©
Let's get after the parasites, says
Talman. (In Chicago Sunday tribune,
June 26, 1960, pt.5, p.7)
© 26Jun60; KK152282.

TASSETTE DIVISION, WEISS & GELLER, INC.
SEE Weiss & Geller, Inc. Tassette
Division.

TAYLOR, LYMAN C. ©
Start your nest egg with chicken feed;
chicken feed bank. © 15Jun59 (in
notice: 1960); KK153186.

TAYLOR (THOMAS) & SONS. ©

Choice of the countryside; Americanized versions of British shoes favored by Perkins Bailey. Shugor. (In American shoemaking, Oct. 12, 1960, cover) Appl. author: Ralph A. Parker. © 12Oct60; KK154807.

Country squire favorites; Shugor. High-riser; English slip-on. (In Footwear news, Sept. 30, 1960, p.36) Appl. author: Ralph A. Parker. © 30Sep60; KK154464.

The finishing touch, Shugor. Side-gore shoe & 2 other styles. (In Boot and shoe recorder, Oct. 23, 1960, p.14) Appl. author: Ralph A. Parker. © 23Oct60; KK154808.

Now, add elegance to your men's shoes with Taylor new wide, satin-finish Shugor. (In Leather and shoes, July 16, 1960, p.28) Appl. author: Ralph A. Parker. © 16Jul60; KK152566.

Nylon suede gore; Shugor. (In Boot & shoe recorder, Sept. 15, 1960, p.28) Appl. author: Ralph A. Parker. © 15Sep60; KK153924.

Stetson headlines Taylor Jungle Jute in style-related shoes for men. (In Footwear news, June 17, 1960, p.83) Appl. author: Ralph A. Parker. © 17Jun60; KK152567.

TAYLOR LOCK CO. ©

Automotive key blanks. (Folder no.33, combined supplement 1 to 5 applying to catalog no.30) © 25Jul60; KK153693.

TEASDALE PACKING CO., INC. ©

U. S. Aqua, pure drinking water. (6 pack can carrier) 6 - 12 oz. cans. © 25Oct60; KK154937.

THE TECHNICAL MATERIEL CORP. ©

Sales service bulletin, number 182A. Visual monitor, model DVM-2, model DVM-3. Appl. author: Ray dePasquale. © 7Nov60; KK155901.

TECTEST MEDICAL PRODUCTS. ©

Cholesterol test; blood. Appl. author: Donald E. Yochem. NM: revisions. © 30Jun60; KK152816.

TEE-TOTS CO.

Sobering capsule. For quick relief of symptoms of intoxication. 30¢ package. © Mary D. George d.b.a. Tee-Tots Co. (in notice: Tee-Tots); 23Jul56; KK153780.

TELASCO, JOSEPH. ©

Make your own delicious cooling Pop Stix ice cube. (Item no.350A) © 14Nov60; KK155425.

TENNESSEE FABRICATING CO.

Create your expression in metal; TFC design units. Face Setter & 2 other patterns. © Tennessee Fabricating Co. d.b.a. TFC Co. (in notice: TFC); 4Jan60; KK154709.

A new decorating idea with ornamental metals; indoor, outdoor 12" design units. Flight & 3 other patterns. © Tennessee Fabricating Co. d.b.a. TFC Co. (in notice: TFC); 1Jul60; KK154708.

TENSITRON, INC. ©

Safe tensions for soft copper wire. Originators of a complete line of trigger tension meters, lever tension meters and electric tension controls. © 6Jun60; KK152401.

TERRY TUCK, INC. ©

Dress-A-Pillow corded bolster style, corduroy pillow sham. Appl. states prev. reg. 17Oct60. NM: revision & additions. © 17Oct60; KK154817.

Pillow-tuck; corduroy dress-a-pillow. Style no.350. © 15Jun60; KK154158.

TWELES (L.) SEED CO. ©

Nuturf Blast kills crabgrass. Net weight 6 1/2 lbs. © 10Feb60 (in notice: 1959); KK154304.

Nuturf Combo feeds and weeds; kills weeds, feeds grass. Net weight 9 lbs. © 10Feb60 (in notice: 1959); KK154305.

Nuturf Turf-life, non-burning lawn fertilizer covers more with less weight. Net weight 11 lbs. © 10Feb60 (in notice: 1959); KK154302.

Nuturf's bulb and plant food feeds plants and bulbs to greater beauty. Net wt. 3 lbs. © 15Feb60 (in notice: 1959); KK154306.

Nuturf's rose food feeds 12 roses monthly for a year. Net wt. 3 lbs. © 4Feb60 (in notice: 1959); KK154303.

TEXAS FARM PRODUCTS CO. ©

Did you miss pre-plant fertilizing? Get the best investment on earth--Lone Star fertilizer. (In Lone star news, June 1960, p.8) © 1Jun60; KK153475.

TEXAS PHENOTHIAZINE CO. ©

Dr. Rogers' Puri-Bov drench, an improved treatment for use in controlling certain roundworms inhabiting the intestinal tract of cattle or calves. Net contents: 1 gallon. Appl. author: Thomas L. Yates Advertising Agency. © 1Nov60; KK155228.

Dr. Rogers' Puri-Phene, purified phenothiazine drench for sheep and goats. Net contents: 1 gallon. © 1Nov60; KK155471.

Dr. Rogers' special formula drench for sheep and goats. Net contents: 1 gallon. © 1Nov60; KK155470.

TEXBORO CABINET CORP. ©

A new concept in kitchen beauty. Woodlouve; flush and lip; Woodweave. (In Manufactured homes, Oct. 1959, p.3) © 1Oct59; KK153045.

No finer kitchen styling at any price; cabinets. Woodlouve; flush; Woodweave. (In House beautiful's building manual, fall-winter 1960-61, p.78) © 25Aug60; KK153444.

TEXSUN CORP. ©

At meal-time or thirst-time, refresh yourself the healthful Texsun way. Grapefruit juice; orange juice. (In The Saturday evening post, July 9, 1960, p.89) Appl. author: Clay Stephenson Associates, Inc. © 9Jul60; KK152482.

THAYER LABORATORIES.

To every plant physician, nurse and personnel director in the Denver area ... a new broad spectrum compound that ends needless suffering from miseries of colds and sinus congestion; Spectran-B. (In Denver post, Feb. 3, 1960, p.28) © Thayer Laboratories, division of Revlon, Inc.; 3Feb60; KK152351.

THEATRE & EVENTS GUIDE. ©

Theatre & events guide free. Appl. author: Peter Moumousis. © 5Jun60; KK152392.

THOMPSON RAMO WOOLDRIDGE, INC. RAMSEY CORP. SEE Ramsey Corp.**TM CO. SEE Minnesota Mining & Manufacturing Co.****THRIFTICHECK SERVICE CORP. ©**

The people's choice, ThriftiCheck in every home for bill paying. (In The Saturday evening post, Oct. 31, 1959, p.57) © 31Oct59; KK154533.

Taking top honors; ThriftiCheck, America's most popular personal checking account. (In The Saturday evening post, Oct. 3, 1959, p.82) © 30Oct59; KK154532.

TIIDEE PRODUCTS, INC. ©

Prices-reduced. Sewer pipes and fittings. No.316 heavy duty pipe for any hook-up & others. © 14Nov60; KK155280.

TIMKEN ROLLER BEARING CO. ©

Remember when Doak Walker proved he was an old pro in his first year? Tapered roller bearings. Bob Dushaw (In D.A.C. news, Nov. 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Nov60; KK154885.

Remember when Hagen turned southpaw to become a four-time winner? Jim Pilz. (In D.A.C. news, Sept. 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 13Sep60; KK153874.

Remember when Howe broke the league record. Clare Shepard. (In D.A.C. news, Dec. 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Dec60; KK155571.

Remember when his last minute pass gave the Lions the championship? Howard Geldhof. (In D.A.C. news, Oct. 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Oct60; KK154237.

Remember when they couldn't spook the Joplin Ghost. Joe Mack. (In D.A.C. news, July 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Jul60; KK152331.

Remember when 13 was his lucky number? George Barker. (In D.A.C. news, Aug. 1960, p.4 of cover) Appl. author: Batten, Barton, Durstine & Osborn, Inc. © 1Aug60; KK153033.

TIPTON ADVERTISING AGENCY, INC. ©

Introducing Lebrato Bros. new family fashioned Planned Estates, a new service in home planning and estate development. The Providence. (In Fort Wayne journal-gazette, June 18, 1960, p.18) © 18Jun60; KK154702.

TIRE CITY CORP. SEE Korvette Tire City**TIRES, INC. ©**

Snow tire sale; old fashioned winter ahead. Two quality snow tires on your car are as necessary for safe winter driving as your brakes. (In Sunday news, New York, Nov. 20, 1960, p.125) © 20Nov60; KK155144.

TOASTMASTER DIVISION, MCGRAW-EDISON CO. SEE McGraw-Edison Co. Toastmaster Division.**TORSION BALANCE CO. ©**

New dial reading prescription balance. Model DRX; accessories for prescription balance. Appl. author: William A. Cather III. © 24Oct60; KK154677.

TOSCANELLI. SEE Gaylord, John H.**TRAVCO PLASTICS CO., INC. ©**

Replace-A-cover guards for all ash and garbage cans. (Replace-A-Part product, mfg. no.RACG) © 5Aug60; KK153315.

Replace-A-ironing board cover fasteners. (Replace-A-Part product, mfg. no.IBCF) © 29Jul60; KK153314.

TREASURE CRAFT. ©

Lucky leprechaun; tag. Appl. author: Alfred A. Levin. © 27Jul60; KK153966.

TRIANGULAR POINT SAFETY PIN CO.

New, triangular pointed diaper pins. 6 pins per card. © Carl A. Hanson d.b.a. Triangular Point Safety Pin Co.; 19Nov60; KK155432.

TRICO PRODUCTS CORP. ©

Car doors that lock automatically with the start of the engine. © 12Mar60; KK153119.

TRIM GOURMET SPECIALTIES.

Dietetic preserve damson plum; for low calorie diets. Net weight 9 ozs. © Louis H. Vorzimer d.b.a. Trim Gourmet Specialties; 18Nov60; KK155493.

TROUTMAN, ROY J. SEE G. E. Laboratories.**TRU-ADE CO. ©**

Sun-bright, cold 'n golden natural goodness; fun-right, finest refresher for all the family. (In The Saturday evening post, May 7, 1960, p.86) Appl. author: Kenneth D. Ferguson. © 3May60; KK151934.

TRUE TEMPER CORP. ©

Basic repair handles; rehandle tools in 3 easy steps. © 12Sep60; KK153675.

TRUSTEES UNDER THE WILL OF MARY BAKER EDDY. SEE Eddy, Mary Baker. Trustees.**TUCK (TERRY) INC. ©**

Dress-A-Pillow; corduroy pillow sham. © 15Jun60; KK154452.

TUCO WORK SHOPS, INC. ©

Interlocking Puz-L-Game; big game hunters. (Series no.1600) Appl. author: Bernard V. Malinowski. © 3May60; KK152429.

Interlocking Puz-L-Game; sea animal trappers. (Series no.1600) Appl. author: Bernard V. Malinowski. © 3May60; KK152427.

Interlocking Puz-L-Game; sports car speedway. (Series no.1600) Appl. author: Bernard V. Malinowski. © 3May60; KK152428.

TULKOFF'S HORSERADISH PRODUCTS CO. ©

100% pure hot horseradish. New chill mill pack to keep it hot, keep it cold. 28 btl. Appl. author: Sol Tulkoff. © 1Sep60; KK154210.

TUSSY. ©

Amber red lipstick. The smoothest retort that ever crossed a woman's lips. (In Glamour, Aug. 1960, p.36-37) Appl. author: Young & Rubicam, Inc. © 22Jul60; KK153862. The art of dewing naturally with Tussy moisture cream and lotion, naturally. (In Columbus dispatch, May 9, 1960, p.13A) Appl. author: Young & Rubicam, Inc. © 9May60; KK153789. Be cagey about crow's feet, try Tussy eye cream. Did you know that almost everyone has very delicate dry skin around the eyes? (In Mademoiselle, Aug. 1960, p.68) Appl. author: Young & Rubicam, Inc. © 29Jul60; KK153864.

Change of face, anyone? Try on new Tussy facial masque. (In Cosmopolitan, Nov. 1960, p.27) Appl. author: Young & Rubicam, Inc. © 26Oct60; KK154975.

Don't let time tell on you, deny it with Tussy beauty diet facial cream. (In Harper's bazaar, Sept. 1960, p.97) Appl. author: Young & Rubicam, Inc. © 1Sep60; KK154972.

First Tussy Shado-rama captures the imagination of America. And now Tussy Lipstick. (In Chain store age, Sept. 1960, p.20) Appl. author: Young & Rubicam, Inc. © Tussy Cosmetics; 10Sep60; KK155342.

Keep a guardian angel up your sleeve with Tussy deodorant. (In McCall's, Nov. 1960, p.58) Appl. author: Young & Rubicam, Inc. © 21Oct60; KK154971.

Keep birthdays away, re-dew yourself every day with Tussy moisture lotion. (In Harper's bazaar, Nov. 1960, p.26) Appl. author: Young & Rubicam, Inc. © 1Nov60; KK154973.

Midnight perfume vial. No.415, Midnight perfume vial counter display & 4 other items. (In Post exchange and commissary, Sept. 1960, p.17) Appl. author: Young & Rubicam, Inc. © 13Sep60; KK154976.

The smoothest strategy that ever fanned the flame in a woman's eyes, Tussy eye make-up. (In Harper's bazaar, Oct. 1960, p.70-71) Appl. author: Young & Rubicam, Inc. © 10Oct60; KK154974.

Spots dance away when you do the 2-step with Tussy Medicare. Attack those blemishes; fight those spots. Creamy masque; medicated lotion. (In Mademoiselle, Sept. 1960, p.24) Appl. author: Young & Rubicam, Inc. © 29Aug60; KK153865.

TYLER REFRIGERATION CORP. ©

Greatest impact on sales, savings, profits, of any equipment ever developed. Air-Skreen sales & storage cooler. (In Supermarket news, May 2, 1960, p.120) Appl. author: John Jay Philip. © 2May60; KK153486.

High-velocity sales; produce merchandisers. Air-Skreen produce sales & storage coolers & other equipment. (In Supermarket news, Feb. 8, 1960, p.44) Appl. author: John Jay Philip. © 8Feb60; KK153481.

It's Tyler all the way at the new Bell's IGA. 72 ft. Tyler meat sales-cases & other equipment. Outstanding merchandisers Mel Kadish; Jack Meshie. (In Supermarket news, Apr. 18, 1960, p.64) Appl. author: John Jay Philip. © 18Apr60; KK153484.

It's Tyler for a wider choice of frozen food and ice cream merchandisers. All-purpose dual-temp spot merchandiser & other equipment. (In Supermarket news, Aug. 8, 1960, p.48) Appl. author: John Jay Philip. © 8Aug60; KK153482.

New Liberty Market goes Tyler. Endorsed by George Doo. (In Supermarket news, Sept. 5, 1960, p.40) Appl. author: John Jay Philip. © 5Sep60; KK154044.

New quality market Tyler-equipped all the way. Frozen food and ice cream sales-cases & other equipment. (In Supermarket news, July 25, 1960, p.40) Appl. author: John Jay Philip. © 25Jul60; KK153488.

One source, one responsibility. Sales-cases, storage coolers, Air-Skreen combination coolers, spot merchandisers. (In Supermarket news, Oct. 17, 1960, p.60) Appl. author: James William Taylor. © 17Oct60; KK154882.

The original Tyler first; welded-steel meat display case-1935. Service meat cases & other equipment. (In Supermarket news, June 27, 1960, p.36) Appl. author: John Jay Philip. © 27Jun60; KK153487.

Proper pre-planning at the Tyler factory assures speedier, trouble-free installation and service. Abe Baker, Baker's Super Markets, Omaha, Nebraska. (In Refrigeration service and contracting, Feb. 1960, p.27) Appl. author: John Jay Philip. © 10Feb60; KK153483.

Tedeschi's keeps going Tyler. Endorsed by Ralph & Dominick Tedeschi. (In Supermarket news, Aug. 22, 1960, p.44) Appl. author: John Jay Philip. © 22Aug60; KK154043.

Your one-stop source. Air-Skreen sales & storage cooler; adjustable-shelf sales-cases; service meat cases. (In Supermarket news, July 11, 1960, p.52) Appl. author: John Jay Philip. © 11Jul60; KK153485.

TYPE-OUT CORP. ©

Just three easy steps; eliminate forever all erasing of typewritten errors; amazing type-out and copy-out. (In The New York times, Apr. 24, 1960) © 24Apr60; KK152449.

U**U. J. P. SEE United Job Printers.****U. S. STAMPING CO. ©**

Maid of Honor design line porcelain enameled cookware. © 30Oct60; KK155509.

UNCAS MANUFACTURING CO. ©

Christmas tree rings. E-28. © 15Jun60; KK152570.

From the Uncas collection of gold-filled and sterling rings; synthetic spinels. S-1--S-5. (In Vogue) Appl. author: Vincent Sorrentino. © 10Oct59; KK153415.

From the Uncas collection of sterling rings; Baroda. (In Glamour) Appl. author: Vincent Sorrentino. © 22Sep59; KK153416.

From the Uncas collection of sterling rings; Shimaura. (In Vogue) Appl. author: Vincent Sorrentino. © 10Oct59; KK153414.

Kiddiegem rings, greater than ever. (In Chain store age, variety executives ed., Sept. 1960, p.46) Appl. author: Vincent Sorrentino. © 1Sep60; KK154027.

Ring rocket display. © 16Aug60; KK155431.

Santa Claus rings. E-29. © 15Jun60; KK152628.

Snow man rings. E-27. © 15Jun60; KK152571.

UNGER CO. ©

Barsalov's Bakery & Dairy Bar. Star-spangled design. Appl. author: Paul A. Unger. © 11Jul60; KK152395.

UNION CENTRAL LIFE INSURANCE CO. ©

Roses & drums. © 21Nov60; KK155563.

UNION SPECIAL MACHINE CO. ©

Attaching bibs to overalls and similar garments. Style 51800BA; 51800BB. Appl. author: Arthur James Feigel. © 30Oct60; KK154309.

Bobbinless zig-zag stitch machine, style 53100 S, with built-in under-trimmer. Appl. author: Arthur James Feigel. © 26Sep60; KK154054.

For better quality, higher production on knit underwear; industrial sewing machines. (Bulletin 256) Appl. author: Arthur James Feigel. © 26Sep60; KK154055.

For closing filled bags, style 53600 H. Style 21800 C & 5-other industrial sewing machines. Appl. author: Arthur James Feigel. © 31Oct60; KK154920.

Four thread safety-stitch machines; class 52300. Style 52300 A. Appl. author: Arthur James Feigel. © 1Aug60; KK153017.

Hand tailored quality at machine speed; improved Columbia style 100-NTN tie-closing machine. Appl. author: Ben Zahler. © 1Dec60; KK155473.

- Seaming work gloves; canton flannel, leather palm. Style 51200 BW. Appl. author: Arthur James Feigel. © 26Sep60; KK154053.
- Taping brassieres, stripping and felling, two-needle needle-feed, style 62200 K; industrial sewing machines. Appl. author: Arthur James Feigel. © 10Oct60; KK154445.
- Toe closing women's seamless hosiery, styles 39500 AB-AE. Appl. author: Arthur James Feigel. © 5Dec60; KK155474.
- Two-needle overseaming and gathering in one operation. Style 39500 AD. Appl. author: Arthur James Feigel. © 1Aug60; KK153016.
- Two-needle overseaming and gathering in one operation, style 39500 AD. Appl. author: Arthur James Feigel. © 12Sep60; KK153717.
- Wide gauge two-needle machines for banding and similar operations, style 51700 BU. Appl. author: Arthur James Feigel. © 11Jul60; KK152867.
- UNITED BISCUIT CO. OF AMERICA. ©
Caraway snax. Net weight 8 ounces. © 18Jul60; KK153070.
- Cinnamon snax. Net weight 8 ounces. © 29Nov60; KK155675.
- Hekman pretzel stix. Net weight 7 3/4 ounces. © United Biscuit Co. of America (in notice: Hekman Biscuit Co., division, United Biscuit Co. of America); 6Jul60; KK152484.
- Hekman pretzels. Net weight 7 ounces. © United Biscuit Co. of America (in notice: Hekman Biscuit Co., division, United Biscuit Co. of America); 6Jul60; KK152483.
- Sawyer's Supreme saltines. 4 packs. One pound. © United Biscuit Co. of America (in notice: United Biscuit Co. of America, Supreme Bakers Division); 7Sep60; KK153809.
- Strietmann's luau cookies. Net weight 14 ounces. © United Biscuit Co. of America (in notice: Strietmann Biscuit Co., division of United Biscuit Co. of America); 30Oct60; KK154525.
- Supreme Pecan Sandies. Net weight 15 ounces. © United Biscuit Co. of America (in notice: United Biscuit Co. of America Supreme Bakers Division); 8Dec60; KK155611.
- UNITED JOB PRINTERS. ©
One type of profit, for all types of printing; name-type. Appl. author: John A. Banks. © 10Aug60; KK153236.
- UNITED MERCHANTS & MANUFACTURERS, INC. ©
By popular demand, self-adhesive Con-Tact top heavy duty vinyl. 8411 natural cork & other patterns. © 29Jun60; KK152584.
- Instructions for applying new washable, waterproof, self-adhesive Con-Tact Acoustical Tile. Backing paper. © 30Sep60; KK155223.
- New self-adhesive acoustical ceiling tile goes up in minutes; Con-Tact acoustical tile. This carton contains 36-12"x12". © 30Sep60; KK154438.
- This is your Con-Tact sales manual for fall 1960. © 20Jun60; KK152585.
- UNITED PURE FOOD CO. ©
Re Umberto sardines. Unit 5pak. © 30Nov60; KK155568.
- UNITED STATES GYPSUM CO. ©
Handyman plan; stairs and railings. (No. pub.303) © 21Apr60; KK153480.
- UNITED STATES PUB. CO., INC. ©
College coming up? Tuition loan program. © 1Jul60; KK152786.
- Got troubles? We can help with a low-cost personal loan. © 1Jul60; KK152787.
- Snowed under? Take a vacation from winter worries. Loan. © 1Feb60; KK152788.
- Which one? Whichever one, finance it here with a worry-free bank auto loan. © 1Jul60; KK152785.
- UNITED WHELAN CORP. ©
New, scientific formula for dramatic weight loss; mocha Cal-A-Day 900. (In New York herald tribune, Aug. 14, 1960, p.29) © 14Aug60; KK153635.
- UNIVERSAL BAKERS MIX, INC. ©
Italian Pano enriched bread. Wt. 1 1/2 lbs. © 18Nov60; KK155794.
- UNIVERSAL PICTURES CO., INC. ©
Sandra Dee play kit. 6084. Standing doll with lace on costumes, fun book with pictures to color. By Saal-field Pub. Co. Authorized ed. © 15Jun60; KK153892.
- UPJOHN CO. ©
Allergic rhinitis, pollinosis; Medrol. (An Upjohn concise review, no.9) © 13Jun60; KK152374.
- The brain. The Upjohn Company presents a functioning model of basic sensory mechanisms. © 11Jun60; KK153517.
- USINGER (FRED) INC. ©
A gift of Usinger's. Fine sausage for over 75 years. Appl. author: John Van Auken. © 26Nov56; KK153532.
- V
- VCB. SEE Vacuum Cleaner Bags, Inc.
- VMC & SONS. SEE Chinchar (Victor M.) & Sons.
- VPC. SEE Versa Products Co.
- VACUUM CLEANER BAGS, INC. ©
Dusto vacuum cleaner disposable bags. This package contains 5 bags. © 6Jun60; KK152322.
- Dusty Maid vacuum cleaner disposable bags. Contains 5 bags. © 6Jun60; KK152323.
- VANADIUM ALLOYS STEEL CO. ©
This is your company. © 15May59; KK153391.
- VAN CAMP SEA FOOD CO. ©
Chicken of the Sea tuna; the one brand of tuna that's all prime fillet. Chicken of the Sea tuna rosy ring. (In Better homes & gardens, July 1960, p.74) Appl. author: A. Culver Boyd. © 21Jun60; KK153722.
- Chicken of the Sea tuna; when it comes to tuna, it pays to buy the best. Nutwiches. (In Better homes & gardens, Apr. 1960, p.150C) Appl. author: Culver A. Boyd. © 1Apr60; KK152430.
- Your cat is the only cat food expert; Capt. Kitt tuna red meat for cats. (In Philadelphia evening bulletin, Nov. 2, 1960) Appl. author: Cunningham & Walsh, Inc. © 2Nov60; KK155900.
- VEEHOFF SUPPLY CO. ©
Have your social security plate made today. Appl. author: Bernard H. Veehoff. © 6Oct60; KK154273.
- VENUS PEN & PENCIL CORP. ©
New Venus 3500 pencil delivers biggest one-two punch. (In The National stationer, Sept. 1959, p.4-5) Appl. author: Doyle Dane Bernbach, Inc. © 10Sep59; KK155507.
- VERDUGO SAVINGS & LOAN ASSN., SUNLAND CALIF.
Now, earn 4 1/2% current annual rate ... compounded quarterly. We're giving away money; you are invited to Verdugo Savings' open house. © Verdugo Savings & Loan Assn.; 23Jun60; KK152664.
- We're giving away money; pay us a visit and walk out with a bagful of free money. © Verdugo Savings & Loan Assn.; 23Jun60; KK152663.
- We're giving away money. SEE Dowler, W. Dent.
- VERSA PRODUCTS CO. ©
Here it is, the most complete aluminum railing merchandising package in the field. (Form no.1064) Appl. authors: Edward J. Kusel. © 2Aug60; KK153680.
- Now add beauty, safety and value to your home at low, low cost with Versa rust free, care free aluminum completely adjustable railings and columns. Appl. author: Edward J. Kusel. © 29Jul60; KK152773.
- Now, Versa, America's leading producer of ornamental iron, presents ... rust free, care free aluminum completely adjustable railings and columns. Appl. author: Edward J. Kusel. © 29Jul60; KK152774.
- VETERINARY DEPT., ARMOUR PHARMACEUTICAL CO. SEE Armour Pharmaceutical Co. Veterinary Dept.
- VISION-EASE CORP. ©
Announcing the Big B; fused segment lens. Appl. author: Robert E. Conn, Jr. © 21Jul60; KK152631.
- VITASAFE CORP. ©
Do you wonder what makes you so darn tired? C. F. capsules. (Key 40-P) (In The American Legion magazine, July 1960, p.2 of cover & flap) NM: addition. © 1Jul60; KK155748.
- Do you wonder what makes you so darn tired? C. F. capsules. (Key 51-L) (In The American Legion magazine, July 1960, cover flap & p.2 of cover) © 1Jul60; KK155586.
- Find 8 mistakes in this picture. To help you stop feeling tired; C. F. capsules. 47-L. (In Parade, May 15, 1960, p.28) © 15May60; KK153019.
- How much longer will you really live? Free 30 days supply of high-potency capsules; C. F. capsules. (Key 61-R) (In Pictorial review (Seattle post-intelligencer), Sept. 18, 1960, p.16)) © 18Sep60; KK154621.
- A powerful formula containing 25 proven ingredients; vitamin additive for folks over 40. C. F. capsules. (Key 70-R) (In Arkansas gazette, Sept. 19, 1960, p.10B) © 19Sep60; KK154622.
- Save big money on high-potency vitamins. C. F. capsules. (Key no.65-R) (In The Nashville Tennessean magazine, Sept. 11, 1960, p.5) © 11Sep60; KK154620.
- What's left of my man's natural pep and vitality? C. F. capsules. 87-P. (In The Knoxville news-sentinel, June 14, 1960, p.24) NM: "change in copy material of coupon." © 14Jun60; KK153018.
- What's left of my man's natural pep and vitality? C. F. capsules. (Key 88-P) (In The Birmingham news, June 13, 1960, p.12) © 13Jun60; KK152275.
- VOLKSWAGEN. ©
Can you take a ten-foot Indian in your present station wagon? (In Holiday, May 1960, p.5) Appl. author: Doyle Dane Bernbach, Inc. © 19Apr60; KK152370.

VOLKSWAGEN.-Con.

Lemon; this Volkswagen missed the boat. Cars. (In The New Yorker, Apr. 9, 1960, p.73) Appl. author: Doyle Dane Bernbach, Inc. © 7Apr60; KKI52367.

Volkswagen, the truck that picks up more for less. (In U. S. news & world report, Apr. 18, 1960, p.71) Appl. author: Fuller & Smith & Ross, Inc. © 18Apr60; KKI52072.

Volkswagen trucks make you an advertising genius. (In Nation's business, May 1960, p.18-19) Appl. author: Fuller & Smith & Ross, Inc. © 1May60; KKI52672.

VOLKSWAGEN OF AMERICA, INC. ©

Can you see the 27 changes? This is the first picture of the new 1961 Volkswagen. (In Life, Oct. 3, 1960, p.75) Appl. author: Doyle Dane Bernbach, Inc. © 29Sep60; KKI54521.

Do you think the Volkswagen is homely? (In The New Yorker, Nov. 5, 1960, p.26) Appl. author: Doyle Dane Bernbach, Inc. © 3Nov60; KKI55613.

I don't want an imported car. I want a Volkswagen. (In Life, Aug. 15, 1960, p.85) Appl. author: Doyle Dane Bernbach, Inc. © 11Aug60; KKI53526.

It isn't so; that winding key you've been seeing on some VWs is not standard equipment. (In The New Yorker, Aug. 27, 1960, p.16) Appl. author: Doyle Dane Bernbach, Inc. © 25Aug60; KKI54516.

The Volkswagen sedan: it started the small car revolution; the Volkswagen station wagon: will history repeat itself? (In Sports illustrated, Oct. 17, 1960, p.86-87) Appl. author: Doyle Dane Bernbach, Inc. © 14Oct60; KKI54695.

Why so many Volkswagens live to 100,000. (In The New Yorker, Sept. 10, 1960, p.119) Appl. author: Doyle Dane Bernbach, Inc. © 8Sep60; KKI54517.

VON STERNBERG, JULE R. SEE Show-House.

VORZIMER, LOUIS H. SEE Trim Gourmet Specialties.

W

W.A.B. CO. SEE Burpee (W. Atlee) Co.

WEBCO. SEE West End Brewing Co. of Utica, N. Y.

W.J. CO. SEE Wilson Jones Co.

WALLACE-BLAKESLEE, INC. ©

Funds for fun. Union Bank and Trust Company, Grand Rapids, Mich. © 8Oct59; KKI49179.

Saving for fun. Union Bank and Trust Company. Appl. author: G. Scott Blakeslee. © 30Sep59; KKI52923. (See also Wallace-Blakeslee, Inc.; 30Sep59; KKI50056)

Saving for fun. Union Bank and Trust Company. Appl. author: David A. Wallace. © 30Sep59; KKI50056. (See also Wallace-Blakeslee, Inc.; 30Sep59; KKI52923)

WALLIS, THE DUCHESS OF WINDSOR. SEE Windsor, Wallis Warfield, Duchess of.

WANAMAKER (JOHN) PHILADELPHIA.

We proudly present the new Philadelphia dinnerware created exclusively for us by world renowned Wedgwood. (In

The Philadelphia inquirer, Oct. 9, 1960, p.19) Appl. authors: Jeanne Padden & Alice Gilliam. © John Wanamaker Philadelphia otherwise k.a. John Wanamaker; 9Oct60; KKI55407.

WARD BAKING CO. ©

Monks' bread has come to New York. (In New York world-telegram & sun, Oct. 13, 1960, p.21) © 13Oct60; KKI55878.

Women who love their families set a Tip-Top table. White enriched bread. (In The Hartford times, Feb. 25, 1960, p.42) © 25Feb60; KKI55871.

WARD INDUSTRIES CORP. PROSPERITY CO. DIVISION. SEE Prosperity Co.

WARNER BROS. PICTURES, INC. ©

Bugs Bunny. 63 pieces. (Whitman authorized jr. jigsaw puzzle, series no.301, no.4429:29) © 27Jul60; KKI54288.

WARREN-MORAN-HARPER, INC.

Host salad-perfect dressing. Net weight: 8 oz. © Warren-Moran-Harper, Inc. t.a. Host Restaurant; 14Jun60; KKI53292.

WASHINGTON, D. C. SAVINGS & LOAN FOUNDATION, INC. SEE Savings & Loan Foundation, Inc., Washington, D. C.

WATER SPECIALTIES DIVISION, GENERAL WATER CONDITIONING, INC. SEE General Water Conditioning, Inc.

WATKINS (JOHN L.) CO., INC. ©

No paste, no powder, just water to add; compLIMINTary tooth brush with dentifrice coated bristles. Appl. author: C. H. Watkins, Jr. © 7Dec60; KKI55483.

WATKINS-STRATHMORE CO. ©

Magic Paint with water. No.4991. © 13May60; KKI53200.

WAUKESHA FRUIT PRODUCTS, INC. ©

Verifine honeyscotch ice cream. Half gallon liquid. Appl. author: KVP Sutherland Paper Co. © 31Oct60; KKI54943.

Verifine malt 'n fudge ice cream. Half gallon liquid. Appl. author: KVP Sutherland Paper Co. © 28Oct60; KKI54944.

Verifine merriemint ice cream. Half gallon liquid. Appl. author: KVP Sutherland Paper Co. © 31Oct60; KKI54942.

WEAVER (W. R.) CO. ©

K4 has all the features you'll want; Weaver-Scope. (In Field & stream, June 1960, p.105) Appl. author: Sidney T. Strain, Jr. © 19May60; KKI53954.

See, aim, shoot accurately with a model K Weaver-Scope. K2.5 & 3 other scopes. (In Field & stream, Oct. 1960, p.85) Appl. author: Sidney T. Strain, Jr. © 18Sep60; KKI55795.

See, aim, shoot accurately with a model K Weaver-Scope. Model K4 & 5 other scopes. (In Field & stream, Oct. 1960, p.85) Appl. author: Sidney T. Strain, Jr. © 20Sep60; KKI53960.

See clearly, aim quickly, shoot accurately with a model K Weaver-Scope. (In Field & stream, Aug. 1960, p.73) Appl. author: Sidney T. Strain, Jr. © 20Jul60; KKI53958.

This is your chance, see your game clearly, see it magnified; Weaver-Scope. Model K2.5 or K3. (In Field & stream, Nov. 1960, p.91) Appl. author: Sidney T. Strain, Jr. © 19Oct60; KKI54725.

This is your chance, see your game clearly, see it magnified; Weaver-Scope. Model K4 & K2.5 or K3. (In Field & Stream, Nov. 1960, p.91) Appl. author: Sidney T. Strain, Jr. © 7Nov60; KKI54877.

Weaver-Scope, sportsman's choice for gift or giving. Model K4 & B4. (In Field & stream, Dec. 1960, p.90) Appl. author: Sidney T. Strain, Jr. © 21Nov60; KKI55195.

Your target is big and bright, your aim quick and easy with a model K Weaver-Scope. (In Field & stream, July 1960, p.79) Appl. author: Sidney T. Strain, Jr. © 20Jun60; KKI53956.

WEBBER MANUFACTURING CO., INC. ©

Controlled atmospheric conditions. Model WF-45 - 125 + 350 & other environmental chambers. No.600. NM: additions & revisions. © 25May60; KKI54099.

WECO PRODUCTS CO. ©

2 out of 3 toothbrushes have gone to pot. Now you can save up to 70¢ on Dr. West's double bargain buy. (In Life, Oct. 3, 1960, p.108) Appl. author: J. Walter Thompson Co. © 29Sep60; KKI54389.

WEHLE, ROBERT G. ©

Elhew pointers; Elhew Kennels. Nat. ch. Elhew Marksman & other pointers © 29Apr60; KKI53337.

WEISER, AARON. SEE Aaron Coffee Co.

WEISS & GELLER, INC. TASSETTE DIVISION.

What was it in the 20's became old hat in the 40's; today it's Tassette. Rubber cup safely, easily fits you internally. (In Columbus dispatch) © Weiss & Geller, Inc., Tassette Division (in notice: Weiss & Geller, Inc.); 7Aug60; KKI53055.

WEISZ, C. H. ©

U. S. pistol, model 1816 North, .54 cal. Appl. author: George Hocking Kelley. © 25Jun60; KKI52917.

U. S. pistol, model 1836, altered to percussion .54 cal. Appl. author: George Hocking Kelley. © 25Jun60; KKI53168.

U. S. pistol, model 1836, .54 cal. Appl. author: George Hocking Kelley. © 25Jun60; KKI52918.

U. S. pistol, model 1842, .54 cal., I. N. Johnson. Parts portfolio. Appl. author: George Hocking Kelley. © 25Jun60; KKI53289.

WELCH GRAPE JUICE CO., INC. ©

Jellied sauce. For turkey, fowl, and meats. Net wt. 14 1/2 oz. avoird. © 12Oct60; KKI54685.

WELCOME ARRIVAL PRODUCTS CO., INC. ©

Birthday pack. 35 personalized fruit-flavored suckers. © 20Jun60; KKI52502.

WELLS CARGO, INC. ©

New, 5th wheel CompacVan specifically designed for lightweight, high cube hauling in city congestion and on short runs. Appl. author: Maynard Wells. © 14Sep60; KKI53719.

WENDEL, C. A. ©

Tommy-Hatchet. Wendel Steel Ent. Peru. © 10Jul60; KKI54299.

WERTHEIMER (L. & E.) INC. ©
Old Spring Kentucky straight bourbon whiskey. Whiskey wheel. Appl. author: Edward Wertheimer, Jr. © 18Dec59; KK154117.

WESLEY'S, INC. ©
Broasted chicken. © 5Jan60; KK155584.

WEST, PAUL BRUCE. ©
The senior citizens co-operative community. Cedar Glen. © 24Jul60; KK154597.

WEST END BREWING CO. OF UTICA, N. Y.
Any mug can taste the difference; Utica Club. (In The Cornell daily sun, Mar. 10, 1960, p.3) Appl. author: Doyle Dane Bernbach, Inc. © WEBCO, West End Brewing Co. of Utica, N. Y.; 10Mar60; KK152369.
Have a nice week-end, boys. Utica Club. (In Times-union, Albany, June 30, 1960, p.58) Appl. author: Doyle Dane Bernbach, Inc. © WEBCO, West End Brewing Co. of Utica, N. Y.; 30Jun60; KK152729.
Members of the Utica Club. Schultz; Doolley; the Countess; Officer Sudds. (In Grit, Williamsport, July 24, 1960, sports section, p.3) Appl. author: Doyle Dane Bernbach, Inc. © WEBCO, the West End Brewing Co. of Utica, N. Y.; 24Jul60; KK153651.

WESTERN FISHING LINE CO. ©
Brother, what a line, and it's famous W-40. (In Fur, fish, game, Feb. 1959, p.2 of cover) © 26Jan59; KK155847.

WESTERN GRAIN CO. ©
Cabin Home enriched, white corn meal; plain. Stone ground. Net wt. 5 lbs. Appl. author: Bemis Bros. Bag Co. © 8Aug60; KK153313.
Cabin Home self-rising corn meal. Net wt 2 lbs. Appl. author: Bemis Bros. Bag Co. © 8Aug60; KK154034.

WESTON, CHRISTINE. ©
Ceylon, a world background book by Christine Weston. Jacket color photograph. © 3Jun60; KK152954.

WEYERHAEUSER, FREDERICK K.
Should your child be a forester? SEE New York Life Insurance Co.

WHITE, P. DONALD. SEE Don-El Record Co.

WHITE (WILFRID O.) & SONS, INC. ©
A dramatic new concept in compass design and utility. Corsair commander; portable binnacle compass. (In The Rudder, Aug. 1960, p.39) Appl. author: Robert E. White. © 1Aug60; KK153037.

WHITE CROSS CHEMICALS. ©
Pool pure disinfectant and algicide for swimming pools. © 15Jun60; KK152306.

WHITING-ADAMS CO., INC. ©
A fresh brush for a better job. D-63. Appl. author: Lawrence R. Schumann. © 10Feb59; KK153466.

WHITMAN (STEPHEN F.) & SON, INC. ©
A woman never forgets the man who remembers. Sampler; chocolates & confections. (In The Saturday evening post, Oct. 8, 1960) © 8Oct60; KK155301.

WHITMAN PUB. CO. ©
Chinese checkers. No.4604. Complete set for 4 players. © 13May60; KK153198.

Circus sewing cards. No.4600.
6 tipped yarn laces, 6 hole-punched cards. © 2Nov60; KK155691.
Easy-do sewing cards. No.4702.
Ages 5 to 9. Make 8 pictures with 12 cards and 12 laces. © 8Jul60; KK153202.

Fun and easy sewing cards. No.4600.
6 hole punched cards, 6 tipped yarn laces. © 2Nov60; KK155690.

Fun box of things to do. Ages 5 to 8. No.4734. Magic slate, card game, crayons. © 12Feb60 (in notice: 1959); KK154284.

Fun to sew. No.4400. 4 hole-punched cards, 4 tipped yarn laces. © 12Sep60; KK154287.

Kentucky Derby racing game. No.4405. © 13Jun60; KK153687.

Kentucky Derby, the horse race game for adults. No.4753. Pari-mutuel system with tickets, scratch sheet. © 2Nov60; KK155692.

Kindergarten box. Ages 4 to 7. No.4735. Contents: drawing paper, crayons. © 8Feb60 (in notice: 1959); KK154282.

Magic dot game. No.4712. Ages 5 to 9. © 31May60; KK153199.

Magic stay-on dresses. No.4626. A stand-up doll with plastic base & plastic scissors. © 28Jul60; KK154283.

The manger scene. No.4750. © 16Sep60; KK154285.

The money game of Junior Executive. No.4720. © 28Jun60; KK153201.

Road race game. No.4410. © 30Jun60; KK153688.

Sewing cards. No.4400. 4 hole-punched cards, 4 tipped yarn laces. © 12Sep60; KK154286.

Winner spinner. No.4745. 2-4 players, 5 yrs. and older. Game board, spinner, colored balls. © 23Mar60 (in notice: 1959); KK153197.

Wonder color stencil set made with Porelon microporous plastic. No.4501. 4 wonder color rollers. © 16Sep60; KK154409.

Wondercolor animal stamps made with Porelon microporous plastic. 4502. 10 animal stamps. © 7Oct60; KK155688.

Wondercolor art set made with Porelon microporous plastic. 4503. 5 easy-to-use color sticks. © 3Oct60; KK155689.

WICHITA PRECISION TOOL CO., INC. ©
Adjusta-Form Fashioner; model A-3. Miss Adjusta-Form introduces her new rugged brother, Adjusta-Form pants topper. © 7Oct60; KK154723.
Adjusta-Form pants topper, a new completely revolutionary, steam-air trouser topper. © 7Oct60; KK154626.
Adjusta-Form pants topper, another product of Wichita Precision Tool Co., Inc. Steam-air finishing equipment. © 7Oct60; KK154470.

WILBERT PRODUCTS CO., INC. ©
New, absolutely safe No-work oven cleaner. Net wt. 12 oz. © 4May60; KK153316.

WILSON & CO., INC. ©
All dog foods do not have a wholesome, meaty aroma; U. S. Government inspected Ideal dog food does. (In Chicago daily tribune, July 29, 1960, pt.1, p.18) Appl. author: Roche, Rickard & Cleary, Inc. © 29Jul60; KK153187.

Be sure your pet isn't one of the 65 of every 100 dogs so poorly nourished they cannot pass a life insurance examination; feed him completely nourishing Ideal dog food. (In Chicago daily tribune, Sept. 9, 1960, pt.1, p.6) Appl. author: Roche, Rickard & Cleary, Inc. © 9Sep60; KK153700.

Did you know only 5 out of 500 dog foods are inspected by the U. S. Government? Ideal dog food is Government inspected. (In Chicago daily tribune, July 1, 1960, pt.3, p.11) Appl. author: Roche, Rickard & Cleary, Inc. © 1Jul60; KK152703.

WILSON JONES CO. ©
Fast delivery here. Grayline auto-graphic register forms. © 21Oct60; KK155903.

WILSON-WILLIAMS, INC. ©
New doctor prescribed wonder drug does away with all special diets. You must lose up to 49 pounds or we pay you \$14.00; RX-120. (In Ebony, Feb. 1959, p.53) © 21Jan59; KK153358.

WINDSOR (KAY) FROCKS, INC. ©
Have Kay Windsor, will travel. Woven gingham full-skirted shirtdress & 5 other dresses. (In Glamour, Jan. 1959) © 22Dec58 (in notice: 1959); KK155922.

Kay Junior; emphasizes the empire, then doubles the drama with jacket camouflage. Hochschild, Kohn. (In Seventeen, Jan. 1959, p.26) © 30Dec58 (in notice: 1959); KK155920.

Kay Junior; fashions a trellis of roses print that's all spring flat-tery. Arnold Constable. (In Seventeen, Jan. 1959, p.25) © 30Dec58 (in notice: 1959); KK155919.

Kay Junior; says young figures were made for the sheath. John Wanamaker. (In Seventeen, Jan. 1959, p.24) © 30Dec58 (in notice: 1959); KK155923.

Kay Junior; stars the striped shirt-waist, does delightful things to this classic. Lansburgh's. (In Seventeen, Jan. 1959, p.27) © 30Dec58 (in notice: 1959); KK155921.

WINDSOR, WALLIS WARFIELD, DUCHESS OF.
The Duchess of Windsor designs a dress for the party season. No.17, Candle-light. (In This week magazine, Nov. 13, 1960, p.40) © Wallis, the Duchess of Windsor; 11Nov60; KK155224.

The Duchess of Windsor designs a quick change dress. (Personalized pattern, no.16, Serenade) (In This week magazine, Oct. 23, 1960, p.38) © Wallis, the Duchess of Windsor; 21Oct60; KK154526.

The Duchess of Windsor designs the little cape dress. No.18, Champagne. (In This week magazine, Dec. 11, 1960, p.28) © Wallis, the Duchess of Windsor; 9Dec60; KK155565.

The Duchess of Windsor designs the perfect jewel dress. (Personalized pattern, no.13, Continental) (In This week magazine, July 10, 1960, p.20-21) © Wallis, the Duchess of Windsor; 8Jul60; KK152403.

The slim-line suit; personalized pattern. No.15, Night & day. (In This week magazine, Sept. 18, 1960, p.22-23) © Wallis, the Duchess of Windsor; 16Sep60; KK153968.

Slimest suit of the season. (Duchess of Windsor personalized pattern no.14, town & country) (In This week magazine, Aug. 28, 1960, p.16) © Wallis, the Duchess of Windsor; 26Aug60; KK153465.

WINDSOR PEN CORP. ©
Prize poodle desk secretary. © 15Aug60; KK154450.
WINFIELD BROOKS CO., INC. ©
A new easy way to finish new furniture and refinish old furniture. Even-Even stain; Even-Even finish; TM-4 wash-away paint remover; Stat paint-brush keeper. © 22Aug60; KK153458.

WING (L. J.) MANUFACTURING CO. ©
Heaters for the metals industry. Re-
volving heaters & 2 other heaters.
(Bulletin no. MI-60) Appl. author:
Robert F. McAndrew. © 5Jul60;
KK152913.

WINNEBAGO CORP. ©
The Valley's finest supper clubs &
hotels. Louie's Club 10-45 & 14
others. © 15Jul60; KK153047.

WINTHROP TAPE CORP. ©
Stamp collector's outfit. Appl.
author: Max Scheinfein. © 15Sep60;
KK155244.

WIRTHMOOR ADVERTISING CO. ©
For you. These selected business
friends want to add their personal
greetings to you on your birthday.
(Birthday greeting card) © 15Sep60;
KK155222.

WITTEK MANUFACTURING CO. ©
Fast assembling auto clamps for leak-
proof hose connections on original
equipment. Custom-made auto clamps
for duct connections and a wide
variety of other clamping applica-
tions. OEM 1060. © 14Oct60;
KK154898.
Sure-Tite stainless steel clamps for
flexible plastic pipe. Series PS &
3 other clamps. Form PP-1160.
© 10Nov60; KK154883.
Type RM band clamp solves hundreds of
industrial fastening problems; Types
10QL & 10T flat band clamps.
OEM-760. © 5Aug60; KK154874.

WOEHRMYER PRINT. CO. ©
None of your business can be done
effectively without forms, especially
Speed-Kraft business forms and sys-
tems. © 27Sep60; KK154535.

WOODHILL CHEMICAL CO. ©
Darn, all-purpose fabric mender.
Duro-Plastic fix-it product.
1 1/2 oz. tube. (Stock no. D-9)
© 11Jul60; KK152486.
Duro-Plastic Lock-it, the liquid lock
washer, nut, bolt & screw sealant.
1 3/4 oz. tube. (Stock no. LI-9)
© 11Jul60; KK152485.

WORLD EXPORTS, INC. ©
Chrome for the first time in triple-
plated flatware, a guaranteed
bonded flatware. Appl. author:
Philip J. Bernstein. © 9Nov60;
KK155143.

WORLD WIDE AUTOMOBILES CORP. ©
What's in it for a Volkswagen dealer?
(In Oneonta star, Sept. 27, 1960,
p.7) Appl. author: Doyle Dane Bern-
bach, Inc. © 27Sep60; KK154604.

WRIGHT (G. F.) STEEL & WIRE CO.
Galvanized Gutter Guard. Ten 25-foot
rolls individually boxed. © G. F.
Wright accepted alternative designa-
tion of G. F. Wright Steel & Wire
Co.; 18Jul60; KK155459.

Y

YOGG & CO. ©
Banquet table number cards; sturdy
bright-chrome plated steel table
number stands. © 21Nov60; KK155850.

Z

ZAYRE CORP. ©
Back-to-school sale; department stores.
Boys wear & other merchandise. (In
Look, Aug. 30, 1960, p.39) Appl.
author: Joseph M. Bernstein.
© 30Aug60; KK154201.

Better quality costs so much less at
Zayre; but that's only half of the
story. Department stores. (In Look)
Appl. author: Joseph M. Bernstein.
© 25Oct60; KK154385.

Every day is bargain day at fabulous
Zayre; department stores. (In Life,
New England ed., May 30, 1960, p.98)
Appl. author: Joseph M. Bernstein.
© 30May60; KK154200.

Glory be, just shop 'n see. Every
day's bargain day at fabulous Zayre;
department stores. (In Look,
Nov. 10, 1959, p.66c) Appl. author:
Joseph M. Bernstein. © 10Nov59;
KK154205.

Goodness, gracious, almost Thanks-
giving, then suddenly it's Christ-
mas. Department stores. (In Life,
New England ed., Nov. 7, 1960, p.9)
Appl. author: Joseph M. Bernstein.
© 7Nov60; KK154816.

If Dad and shopping don't agree, show
him how wonderful it can be at fabu-
lous Zayre; department stores. (In
Life, New England ed., Oct. 17, 1960,
p.93) Appl. author: Joseph M. Bern-
stein. © 17Oct60; KK154386.

Jackpot; you hit it everytime you shop
at fabulous Zayre, fabulous depart-
ment store. (In Life, New England
ed., June 22, 1959, p.8) Appl. au-
thor: Joseph M. Bernstein.
© 22Jun59; KK153295.

More of everything for back-to-school
days; department stores. (In Look,
Sept. 15, 1959, p.48C) Appl. author:
Joseph M. Bernstein. © 15Sep59;
KK154202.

Once again, Zayre's fabulous happy
birthday sale, Oct. 22 to 30; de-
partment stores. (In The Saturday
evening post, Oct. 17, 1959, p.65)
Appl. author: Joseph M. Bernstein.
© 17Oct59; KK154204.

Sale-a-bration sale. Department
stores. (In Life, New England ed.,
June 27, 1960) Appl. author:
Joseph M. Bernstein. © 27Jun60;
KK155502.

Springtime and our hearts are young
and gay, we shop for work or play
at fabulous Zayre, fabulous depart-
ment stores. (In Life, New England
ed., May 2, 1960) Appl. author:
Joseph M. Bernstein. © 2May60;
KK155503.

Who's on your Christmas list?
Department stores. (In The Satur-
day evening post, Nov. 26, 1960,
p.49) Appl. author: Joseph M. Bern-
stein. © 26Nov60; KK155190.

Yes indeed, fabulous Zayre has every-
thing and everything costs you less;
department stores. (In Look,
Oct. 13, 1959, p.64e) Appl. author:
Joseph M. Bernstein. © 13Oct59;
KK154203.

Your Christmas dollar, it does so much
more at fabulous Zayre; department
stores. (In The Saturday evening
post, Nov. 28, 1959, p.56) Appl.
author: Joseph M. Bernstein.
© 28Nov59; KK154206.

ZEOLUX CORP. ©
Enjoy the added security and independ-
ence of two incomes; invest in
Launderamas, coin-operated fully
automatic laundry stores. (In The
Wall Street Journal) Appl. states
prev. reg. July 1960. NM: revision
& addition. © 25Aug60; KK153661.

Go from \$7,000 to \$10,000 a year in
less than 18 months; invest in
Launderamas, coin-operated, fully
automatic laundry stores. (In The
Wall Street Journal, Oct. 27, 1960,
p.23) Appl. states prev. copy-
righted Sept. 1960. NM: complete
revision. © 27Oct60; KK154981.

An investment with built-in security;
coin-operated launderamas, fully
automatic laundry stores. (In The
Wall Street Journal) NM: revision.
© 16Jun60; KK153293.

ZIEGLER (G. S.) & CO. ©
Your problem, our challenge; your
product, our pride. Zeco research
and chemical development in the
compounding field is extensive.
Appl. author: Oren G. Clement.
© 1Aug60; KK153203.

ZIV TELEVISION PROGRAMS, INC. ©
Men into space. For ages 9 to 14.
4003. By Milton Bradley Co.
© 16Jan60; KK153884.

RENEWAL REGISTRATIONS

A list of prints and labels for which renewal registrations were made during the period covered by this issue. Arrangement is alphabetical under the name of the claimant of renewal copyright. Information relating to both the original and the renewal registration is included in each entry.

BOSWORTH (HARRY J.) CO.
All purpose investment. © 15May33;
Label 42600. Harry J. Bosworth Co.
(P); 15Sep60; R262848.

CHAUTAUQUA MALTED MILK, INC.
Chautauqua Maid. © 27Mar33;
Label 42434. Chautauqua Malted
Milk, Inc. (P); 27Jul60; R260851.

CLOROX CO.
Concentrated Clorox disinfectant,
cleanser, germicide, deodorant pre-
pared especially for agricultural &
industrial use. © 28Dec32; Label
41966. Clorox Co. (P); 19Dec60;
R267834.

CUBE STEAK MACHINE CO., INC. SEE
Needham Manufacturing Co., Inc.

DRACKETT CO.
Drano, drain pipe cleaner. © 9Jan33;
Label 42068. Drackett Co. (P);
17Nov60; R266259.
Windex, a liquid cleaner for vitreous
surfaces. © 23Jan33; Label 41916.
Drackett Co. (P); 17Nov60; R266258.

GREEN GIANT CO.
Artesian brand early June peas.
© 12Jul33; Label 42847. Green
Giant Co. (P); 18Aug60; R261742.
Garden Patch brand golden bantam corn.
© 25May33; Label 42927. Green Giant
Co. (P); 18Aug60; R261740.
Garden Patch brand tender peas.
© 1Jul33; Label 42830. Green Giant
Co. (P); 18Aug60; R261737.
Great Northern brand June peas.
© 29Jul33; Label 42829. Green
Giant Co. (P); 18Aug60; R261738.
Lindy brand sweet peas. © 25May33;
Label 46742. Green Giant Co. (P);
18Aug60; R261739.

Minnesota Valley brand garden peas.
© 29Jun33; Label 42848. Green Giant
Co. (P); 18Aug60; R261741.

HILLS BROS. COFFEE, INC.
An extra gift. (Adform 9A)
© 15Nov32; Print 14019. Hills
Bros. Coffee, Inc. (P); 25Jul60;
R260629.
Ground right to taste right.
© 15Aug32; Label 41209. Hills
Bros. Coffee, Inc. (P); 25Jul60;
R260627.
Hills Bros. coffee ends your search
for fine coffee. (Adform 128)
© 4Nov32; Print 14031. Hills
Bros. Coffee, Inc. (P); 25Jul60;
R260630.
Seasons greetings. (Adform 9)
© 15Nov32; Label 41641. Hills
Bros. Coffee, Inc. (P); 25Jul60;
R260628.
Where's the fire? (Adform 129)
© 13Dec32; Print 14038. Hills
Bros. Coffee, Inc. (P); 25Jul60;
R260631.

JOHNSON (CYRIL) WOOLEN CO.
Featherweight flannel. © 15May33;
Print 14274. Cyril Johnson Woolen
Co. (P); 9Aug60; R261874.

KRUEGER BEVERAGE CO.
Rumson pale dry ginger ale. © 18Nov32,
Label 42209. Krueger Beverage Co.
(P); 19Aug60; R261831.

MCCORMICK DISTILLING CO.
The real McCoy. © 6Sep33; Label
42897. McCormick Distilling Co.
(P); 24Oct60; R264759.

NEEDHAM MANUFACTURING CO., INC.
Cube steak. © 28Mar33; Label 42299.
Cube Steak Machine Co., Inc. by
change of name now Needham Manufac-
turing Co., Inc. (P); 26Oct60;
R264974.

PRINCE, EARL S.
Prince. © 15Apr33; Label 42224.
Earl S. Prince (P); 25Jul60;
R260624.

SAVARESE CO.
Bel Sole. © 8Apr33; Label 42492.
Savarese Co. (P); 26Jul60;
R260644.

STANDARD BRANDS, INC.
Fleischmann's. © 31Jan33; Label 42819.
Standard Brands, Inc. (P); 6Sep60;
R262437.
Fleischmann's Diamalt. © 15Dec32;
Label 42056. Standard Brands, Inc.
(P); 6Sep60; R262436.
Fleischmann's special Diamalt.
© 15Dec32; Label 42057. Standard
Brands, Inc. (P); 6Sep60; R262428.

STUHMER (GEORGE F.) & CO.
Stuhmer's. © 17Nov32; Label 42027.
George F. Stuhmer & Co. (P);
21Jul60; R260429.
Stuhmer's. © 17Nov32; Label 42251.
George F. Stuhmer & Co. (P);
21Jul60; R260430.

UNICA FOODS, INC.
Unica brand for Neapolitan spaghetti
sauce. © 20Oct32; Label 45808.
Unica Foods, Inc. (P); 18Oct60;
R264319.

VITA-VAR CORP.
Emmet for paints. © 18Nov32; Label
41792. Vita-Var Corp. (P); 29Sep60;
R263391.
Emmet for varnishes. © 18Nov32; Label
41971. Vita-Var Corp. (P); 29Sep60;
R263395.

WILSON CHEMICAL CO.
Caramel nut popcorn confection.
© 1Jun33; Label 42399. Wilson
Chemical Co. (P); 12Sep60;
R262743.

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